

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 13, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFC CHAMPIONSHIP GAME(S)	31.1	26,400
2	DALLAS	27.1	23,010
2	DYNASTY	27.1	23,010
4	AFC CHAMPIONSHIP GAME(S)	25.9	21,990
5	60 MINUTES	25.4	21,560
6	CBS NFC CHAMPIONSHIP POST(S)	24.9	21,140
7	SIMON & SIMON	24.1	20,460
8	BILL COSBY SHOW	23.9	20,290
9	A TEAM#	22.6	19,190
10	FAMILY TIES	22.1	18,760
10	MURDER, SHE WROTE	22.1	18,760
12	CRAZY LIKE A FOX	21.7	18,420
12	FALCON CREST	21.7	18,420
12	MAGNUM, P.I.	21.7	18,420
15	ROSE BOWL GAME(S)	21.4	18,170
16	IT'S FLASHBEAGLE C.BROWN(S)	21.0	17,830
16	RIPTIDE#	21.0	17,830
18	WEBSTER	20.5	17,400
19	HOTEL	20.3	17,230
20	CBS TUESDAY NIGHT MOVIES	20.1	17,060

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM#	18.8	41,800
2	BILL COSBY SHOW	18.7	41,590
3	CBS NFC CHAMPIONSHIP GAME(S)	18.1	40,280
4	FAMILY TIES	17.3	38,360
5	DYNASTY	16.8	37,410
6	AFC CHAMPIONSHIP GAME(S)	16.6	37,000
7	DALLAS	16.1	35,860
8	IT'S FLASHBEAGLE C.BROWN(S)	16.1	35,760
9	CBS NFC CHAMPIONSHIP POST(S)	16.0	35,470
10	ROSE BOWL GAME(S)	15.7	34,900
11	60 MINUTES	15.4	34,160
12	SIMON & SIMON	15.0	33,260
13	RIPTIDE#	14.9	33,050
14	KNIGHT RIDER	14.8	32,920
15	MAGNUM, P.I.	14.4	32,070
16	WEBSTER	14.1	31,310
17	MURDER, SHE WROTE	14.0	31,180
18	CHEERS	13.8	30,750
19	KATE & ALLIE	13.6	30,350
20	CRAZY LIKE A FOX	13.6	30,280

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	24.6	21,790
2	DALLAS	23.4	20,740
3	SIMON & SIMON	19.5	17,290
4	60 MINUTES	19.0	16,860
5	A TEAM#	18.7	16,600
6	MURDER, SHE WROTE	18.3	16,250
7	BILL COSBY SHOW	18.2	16,100
8	CRAZY LIKE A FOX	18.2	16,080
9	IT'S FLASHBEAGLE C.BROWN(S)	17.9	15,860
10	THORN BIRDS, PART II(S)	17.8	15,760
11	MAGNUM, P.I.	17.6	15,570
12	FALCON CREST	17.5	15,460
13	KNOTS LANDING	17.2	15,270
14	FAMILY TIES	17.2	15,250
15	HOTEL	16.8	14,920
16	RIPTIDE#	16.7	14,770
17	CBS TUESDAY NIGHT MOVIES	16.6	14,690

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFC CHAMPIONSHIP GAME(S)	30.1	24,000
2	AFC CHAMPIONSHIP GAME(S)	25.0	19,960
3	ROSE BOWL GAME(S)	23.3	18,640
4	CBS NFC CHAMPIONSHIP POST(S)	22.9	18,320
5	COTTON BOWL GAME(S)	19.5	15,580
6	60 MINUTES	19.2	15,370
7	ORANGE BOWL GAME(S)	18.0	14,410
8	A TEAM#	15.9	12,700
9	DYNASTY	15.2	12,100
10	SIMON & SIMON	14.8	11,790
11	MAGNUM, P.I.	14.7	11,700
12	MURDER, SHE WROTE	14.3	11,450
13	RIPTIDE#	14.2	11,320
14	CRAZY LIKE A FOX	14.1	11,290
15	DALLAS	14.1	11,280
16	BILL COSBY SHOW	13.9	11,130
17	NBC SUNDAY NIGHT MOVIE	13.5	10,810
18	FALL GUY	13.0	10,420
19	FAMILY TIES	13.0	10,410
20	KNIGHT RIDER	12.9	10,330
21	CHEERS	12.9	10,320

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 13, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	23.1	12,880
2	DALLAS	18.9	10,520
3	A TEAM#	18.6	10,370
4	BILL COSBY SHOW	17.5	9,770
5	SIMON & SIMON	17.4	9,710
6	FAMILY TIES	17.4	9,680
7	IT'S FLASHBEAGLE C.BROWN(S)	17.1	9,560
8	THORN BIRDS, PART III(S)	16.6	9,240
9	CBS TUESDAY NIGHT MOVIES	16.2	9,020
10	CHEERS	16.0	8,940
11	RIPTIDE#	15.6	8,680
12	KNOTS LANDING	15.4	8,600
13	MIAMI VICE	15.1	8,450
14	FALL GUY	14.7	8,180
15	NIGHT COURT	14.6	8,120
15	WEBSTER	14.6	8,120
17	KATE & ALLIE	14.4	8,030

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	33.3	9,060
2	60 MINUTES	30.4	8,290
3	DYNASTY	28.0	7,630
4	MURDER, SHE WROTE	27.9	7,610
5	FALCON CREST	26.5	7,220
6	CRAZY LIKE A FOX	26.5	7,210
7	MAGNUM, P.I.	25.2	6,860
8	SIMON & SIMON	24.9	6,770
9	BARBARA MANDRELL SPECIAL(S)	22.9	6,240
10	CBS NFC CHAMPIONSHIP POST(S)	22.7	6,190
11	TRAPPER JOHN, M.D.	22.7	6,170
12	HOTEL	22.6	6,150
13	KNOTS LANDING	21.2	5,780
14	IT'S FLASHBEAGLE C.BROWN(S)	21.1	5,740
15	LOVE BOAT	20.9	5,690
16	NEWHART	20.4	5,550
17	KATE & ALLIE	20.3	5,520
18	THORN BIRDS, PART III(S)	20.2	5,510
19	WEBSTER	20.0	5,460

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFC CHAMPIONSHIP GAME(S)	27.9	15,060
2	AFC CHAMPIONSHIP GAME(S)	22.7	12,280
3	ROSE BOWL GAME(S)	20.4	11,010
4	CBS NFC CHAMPIONSHIP POST(S)	19.6	10,620
5	COTTON BOWL GAME(S)	16.9	9,140
6	A TEAM#	16.1	8,710
7	ORANGE BOWL GAME(S)	15.8	8,540
8	NBC SUNDAY NIGHT MOVIE	14.2	7,700
9	MIAMI VICE	14.1	7,600
10	BILL COSBY SHOW	14.0	7,590
10	KNIGHT RIDER	14.0	7,590
12	60 MINUTES	14.0	7,560
13	FAMILY TIES	13.6	7,330
14	HILL STREET BLUES	13.4	7,260
15	RIPTIDE#	13.2	7,110
16	CHEERS	13.1	7,080
17	DYNASTY	12.3	6,840
18	FALL GUY	12.1	6,540
19	REMINGTON STEELE#	11.8	6,400
20	SIMON & SIMON	11.8	6,390
21	GUINNESS BK-WORLD RECORDS(S)	11.5	6,220
22	MAGNUM, P.I.	11.4	6,160
22	NIGHT COURT	11.4	6,160

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFC CHAMPIONSHIP GAME(S)	34.7	7,180
2	60 MINUTES	31.1	6,430
3	AFC CHAMPIONSHIP GAME(S)	30.5	6,300
4	CBS NFC CHAMPIONSHIP POST(S)	28.8	5,960
5	ROSE BOWL GAME(S)	28.3	5,840
6	COTTON BOWL GAME(S)	26.1	5,390
7	MURDER, SHE WROTE	24.4	5,050
8	DALLAS	23.4	4,830
9	MAGNUM, P.I.	23.2	4,800
10	SIMON & SIMON	22.1	4,560
11	DYNASTY	21.9	4,530
12	CRAZY LIKE A FOX	21.3	4,410
13	ORANGE BOWL GAME(S)	20.8	4,290
14	BARBARA MANDRELL SPECIAL(S)	19.7	4,080
15	TOURNAMENT-ROSES PARADE-N(S)	19.2	3,970
16	CBS EVENING NEWS-RATHER	19.0	3,920
16	HOTEL	19.0	3,920
18	RIPTIDE#	18.2	3,770
19	FALCON CREST	18.0	3,720
20	ORANGE BOWL PARADE(S)	17.9	3,710
21	FALL GUY	17.4	3,600
22	DUKES OF HAZZARD	16.4	3,380
23	TOURNAMENT-ROSES PARADE(S)	16.2	3,340
23	20/20#	16.2	3,340

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 13, 1985

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	12.1	1,100
2	NEWS	11.8	1,080
3	20/20	11.5	1,050
4	48 HOURS	11.2	1,020
5	60 MINUTES	10.9	990
6	NEWS	10.6	960
7	20/20	10.3	930
8	48 HOURS	10.0	900
9	60 MINUTES	9.7	870
10	NEWS	9.4	840
11	20/20	9.1	810
12	48 HOURS	8.8	780
13	60 MINUTES	8.5	750
14	NEWS	8.2	720
15	20/20	7.9	690
16	48 HOURS	7.6	660
17	60 MINUTES	7.3	630
18	NEWS	7.0	600
19	20/20	6.7	570
20	48 HOURS	6.4	540
21	60 MINUTES	6.1	510
22	NEWS	5.8	480
23	20/20	5.5	450
24	48 HOURS	5.2	420
25	60 MINUTES	4.9	390
26	NEWS	4.6	360
27	20/20	4.3	330
28	48 HOURS	4.0	300
29	60 MINUTES	3.7	270
30	NEWS	3.4	240
31	20/20	3.1	210
32	48 HOURS	2.8	180
33	60 MINUTES	2.5	150
34	NEWS	2.2	120
35	20/20	1.9	90
36	48 HOURS	1.6	60
37	60 MINUTES	1.3	30
38	NEWS	1.0	0
39	20/20	0.7	0
40	48 HOURS	0.4	0
41	60 MINUTES	0.1	0
42	NEWS	0.0	0
43	20/20	0.0	0
44	48 HOURS	0.0	0
45	60 MINUTES	0.0	0
46	NEWS	0.0	0
47	20/20	0.0	0
48	48 HOURS	0.0	0
49	60 MINUTES	0.0	0
50	NEWS	0.0	0
51	20/20	0.0	0
52	48 HOURS	0.0	0
53	60 MINUTES	0.0	0
54	NEWS	0.0	0
55	20/20	0.0	0
56	48 HOURS	0.0	0
57	60 MINUTES	0.0	0
58	NEWS	0.0	0
59	20/20	0.0	0
60	48 HOURS	0.0	0
61	60 MINUTES	0.0	0
62	NEWS	0.0	0
63	20/20	0.0	0
64	48 HOURS	0.0	0
65	60 MINUTES	0.0	0
66	NEWS	0.0	0
67	20/20	0.0	0
68	48 HOURS	0.0	0
69	60 MINUTES	0.0	0
70	NEWS	0.0	0
71	20/20	0.0	0
72	48 HOURS	0.0	0
73	60 MINUTES	0.0	0
74	NEWS	0.0	0
75	20/20	0.0	0
76	48 HOURS	0.0	0
77	60 MINUTES	0.0	0
78	NEWS	0.0	0
79	20/20	0.0	0
80	48 HOURS	0.0	0
81	60 MINUTES	0.0	0
82	NEWS	0.0	0
83	20/20	0.0	0
84	48 HOURS	0.0	0
85	60 MINUTES	0.0	0
86	NEWS	0.0	0
87	20/20	0.0	0
88	48 HOURS	0.0	0
89	60 MINUTES	0.0	0
90	NEWS	0.0	0
91	20/20	0.0	0
92	48 HOURS	0.0	0
93	60 MINUTES	0.0	0
94	NEWS	0.0	0
95	20/20	0.0	0
96	48 HOURS	0.0	0
97	60 MINUTES	0.0	0
98	NEWS	0.0	0
99	20/20	0.0	0
100	48 HOURS	0.0	0

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	16.0	3,310
2	NEWS	16.0	3,310
3	20/20	15.5	3,210
4	48 HOURS	15.0	3,110
5	60 MINUTES	14.5	3,010
6	NEWS	14.0	2,910
7	20/20	13.5	2,810
8	48 HOURS	13.0	2,710
9	60 MINUTES	12.5	2,610
10	NEWS	12.0	2,510
11	20/20	11.5	2,410
12	48 HOURS	11.0	2,310
13	60 MINUTES	10.5	2,210
14	NEWS	10.0	2,110
15	20/20	9.5	2,010
16	48 HOURS	9.0	1,910
17	60 MINUTES	8.5	1,810
18	NEWS	8.0	1,710
19	20/20	7.5	1,610
20	48 HOURS	7.0	1,510
21	60 MINUTES	6.5	1,410
22	NEWS	6.0	1,310
23	20/20	5.5	1,210
24	48 HOURS	5.0	1,110
25	60 MINUTES	4.5	1,010
26	NEWS	4.0	910
27	20/20	3.5	810
28	48 HOURS	3.0	710
29	60 MINUTES	2.5	610
30	NEWS	2.0	510
31	20/20	1.5	410
32	48 HOURS	1.0	310
33	60 MINUTES	0.5	210
34	NEWS	0.0	110
35	20/20	0.0	10
36	48 HOURS	0.0	0
37	60 MINUTES	0.0	0
38	NEWS	0.0	0
39	20/20	0.0	0
40	48 HOURS	0.0	0
41	60 MINUTES	0.0	0
42	NEWS	0.0	0
43	20/20	0.0	0
44	48 HOURS	0.0	0
45	60 MINUTES	0.0	0
46	NEWS	0.0	0
47	20/20	0.0	0
48	48 HOURS	0.0	0
49	60 MINUTES	0.0	0
50	NEWS	0.0	0
51	20/20	0.0	0
52	48 HOURS	0.0	0
53	60 MINUTES	0.0	0
54	NEWS	0.0	0
55	20/20	0.0	0
56	48 HOURS	0.0	0
57	60 MINUTES	0.0	0
58	NEWS	0.0	0
59	20/20	0.0	0
60	48 HOURS	0.0	0
61	60 MINUTES	0.0	0
62	NEWS	0.0	0
63	20/20	0.0	0
64	48 HOURS	0.0	0
65	60 MINUTES	0.0	0
66	NEWS	0.0	0
67	20/20	0.0	0
68	48 HOURS	0.0	0
69	60 MINUTES	0.0	0
70	NEWS	0.0	0
71	20/20	0.0	0
72	48 HOURS	0.0	0
73	60 MINUTES	0.0	0
74	NEWS	0.0	0
75	20/20	0.0	0
76	48 HOURS	0.0	0
77	60 MINUTES	0.0	0
78	NEWS	0.0	0
79	20/20	0.0	0
80	48 HOURS	0.0	0
81	60 MINUTES	0.0	0
82	NEWS	0.0	0
83	20/20	0.0	0
84	48 HOURS	0.0	0
85	60 MINUTES	0.0	0
86	NEWS	0.0	0
87	20/20	0.0	0
88	48 HOURS	0.0	0
89	60 MINUTES	0.0	0
90	NEWS	0.0	0
91	20/20	0.0	0
92	48 HOURS	0.0	0
93	60 MINUTES	0.0	0
94	NEWS	0.0	0
95	20/20	0.0	0
96	48 HOURS	0.0	0
97	60 MINUTES	0.0	0
98	NEWS	0.0	0
99	20/20	0.0	0
100	48 HOURS	0.0	0

NOTES

AUDIENCE COMPOSITION

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
*EVENING																														
A TEAM						13	211	A	22.6	33	1919	2178	803	414	865	327	540	507	418	273	662	227	453	457	355	172	222	66^	429	311
2	TUE.	8.00P	60	NBC	A		99	B	21.7	33	1842	1923	671	266	725	237	435	406	357	246	692	244	442	406	337	209	185	62	321	221
		8.00 - 8.30						A	21.6	32	1834	2195	810	417	874	332	545	515	419	277	652	226	441	446	351	169	233	66^	436	327
		8.30 - 9.00						A	23.5	34	1995	2168	800	413	858	323	535	499	416	273	673	228	467	470	360	174	213	68^	424	299
ABC BUSINESS BRIEF-MON						6	200	A	15.2	23	1290	1986	741	354	856	282	508	453	431	282	602	222	377	302	269	193	211	120	317	216
	MON.	8.58P	1	ABC	N		98	B	15.8	24	1341	1714	567	258	625	207	401	354	327	181	809	322	531	447	367	223	128	54	152	104
ABC BUSINESS BRIEF-WED						13	205	A	23.3	33	1978	1759	778	329	900	348	527	440	359	322	579	227	342	303	227	214	115	52^	165	98
1	WED.	8.58P	1	ABC	N		99	B	21.6	33	1834	1798	713	273	811	307	482	392	333	290	630	248	396	338	270	198	135	60	222	138
2	WED.	9.34P	1																											
ABC BUSINESS BRIEF-FRI						13	204	A	19.9	30	1690	1792	730	378	840	294	464	427	373	313	464	147	235	232	201	182	171	74^	317	209
1	FRI.	8.15P	1	ABC	N		98	B	16.8	27	1426	1811	761	333	855	286	475	445	392	319	469	148	257	259	232	172	158	89	329	217
2	FRI.	8.41P	1																											
ABC MONDAY NIGHT MOVIE						2	183	A	14.9	25	1265	1723	806	305	870	262	522	493	454	276	586	170	341	317	300	197	130	56^	137	113
	MON.	9.00P	120	ABC	FF		98	B	14.9	25	1265	1723	806	305	870	262	522	493	454	276	586	170	341	317	300	197	130	56	137	113
		9.00 - 9.30						A	15.3	24	1299	1711	764	304	842	246	496	459	452	277	570	185	343	315	282	183	154	74^	145	114
		9.30 - 10.00						A	15.2	25	1290	1673	791	324	866	254	517	482	462	279	558	160	321	300	286	197	117	56^	132	107
		10.00 - 10.30						A	15.0	26	1274	1739	806	293	854	256	506	505	443	269	612	165	351	329	325	207	133	42^	140	121
		10.30 - 11.00						A	14.3	26	1214	1750	851	291	909	296	569	518	450	275	591	166	346	313	301	198	119	49^	131	110
ABC NEWSBRIEF-MON						2	201	A	15.2	26	1290	1753	807	299	869	272	535	506	445	270	608	170	356	333	319	199	120	62^	156	127

1 MON.	9.59P	1	ABC N	98	99	B 15.2	26	1290	1753	807	299	869	272	535	506	445	270	608	170	356	333	319	199	120	62	156	127	
2 MON.	10.02P	1																										
ABC NEWSBRIEF-TUE				14	205	206	A 12.4	18	1053	1594	795	350	886	279	475	439	438	339	576	174	364	335	294	182	80 ^A	66 ^A	52 ^A	38 ^A
1 TUE.	9.45P	1	ABC N		99	99	B 12.4	19	1053	1643	762	310	854	315	513	435	380	281	556	199	342	299	258	176	155	104	78	54
2 TUE.	10.00P	1																										
ABC NEWSBRIEF-WED				14	202	199	A 25.3	39	2148	1582	833	331	940	331	542	462	405	335	512	185	275	245	214	202	81	38 ^A	49 ^A	28 ^A
1 WED.	9.58P	1	ABC N		98	98	B 23.0	35	1953	1664	840	337	952	351	569	484	401	328	548	227	330	282	213	181	93	57	71	41
2 WED.	10.34P	1																										
ABC NEWSBRIEF-THU				14	199	207	A 16.5	23	1401	1525	758	360	859	278	507	474	425	290	524	170	309	304	251	167	98	78 ^A	44 ^A	28 ^A
1 THU.	9.58P	1	ABC N		98	99	B 13.2	20	1121	1709	705	299	791	248	441	416	386	278	622	202	371	357	306	200	158	86	138	90
2 THU.	9.55P	2																										
ABC NEWSBRIEF-FRI				14	199	203	A 14.2	21	1206	1896	642	273	768	336	516	470	336	195	591	273	408	393	256	132	192	76 ^A	345	267
FRI.	9.58P	1	ABC N		98	98	B 11.7	19	993	1700	617	265	690	236	409	384	332	231	648	228	398	369	311	199	140	67	222	163
ABC NEWSBRIEF-SAT.				14	197	197	A 14.8	23	1257	1775	779	265	859	240	383	369	349	401	522	162	270	238	211	222	231	155	163	149
SAT.	9.58P	1	ABC N		97	96	B 14.8	25	1257	1648	790	282	873	240	404	384	373	412	509	139	247	239	239	224	131	88	135	95
ABC NEWSBRIEF-SUN.				14	207	203	A 15.4	23	1307	1768	767	386	841	330	548	470	372	230	578	233	364	329	258	182	210	114	139	107
1 SUN.	9.47P	1	ABC N		99	98	B 16.9	26	1435	1890	717	315	775	310	529	459	367	195	789	343	558	482	357	184	170	76	156	102
2 SUN.	9.57P	1																										
ABC SPORTS UPDATE-SAT				13	201	196	A 14.3	22	1214	1819	789	310	862	240	400	388	356	391	607	165	309	311	288	256	163	90 ^A	187	132
SAT.	8.58P	1	ABC SN		98	95	B 13.2	22	1121	1801	797	305	870	234	409	383	384	411	578	139	279	286	282	256	139	78	214	135
ABC SPORTS UPDATE-SUN				13	207	205	A 15.0	21	1274	1881	740	377	815	301	521	472	369	239	611	278	386	344	218	177	175	66 ^A	280	176
1 SUN.	8.50P	1	ABC SN		99	99	B 17.2	25	1460	2023	739	331	813	331	540	477	366	219	783	328	544	496	362	194	193	92	234	153
2 SUN.	8.38P	1																										

SAT.	6.30P	30 ABC N	98	98	B 12.1 21 1027	1632	682	211	754	187	297	293	325	385	689	183	336	328	320	299	59	22	130	107	
ABC WRLD NEWS TONIGHT-SUN	12	163	A 8.5 13 722	1486	814	220	1486	814	220	855	216	320	266	275	501	631	114	349	290	342	267	LT	LT	LT	LT
1 SUN.	6.30P	30 ABC N	86	B 8.2 14 696	1610	718	211	1610	718	784	201	354	343	327	381	610	134	269	251	272	309	84	60	132	90
ABC WRLD NEWS-SUN(B)	122	A 6.4 11 543	1871	897	480	924	262	432	346	344	419	732	168	445	445	339	287	27	27	188	155	155	155	155	
2 SUN.	6.30P	30 ABC N	66																						
AIRWOLF	14	196	A 14.4 22 1223	2037	688	274	760	263	481	503	369	220	705	259	477	459	357	191	222	86	350	224	350	224	
SAT.	8.00P	60 CBS A	98	B 12.5 22 1061	2009	685	275	753	243	462	458	380	237	771	289	510	480	386	217	142	51	343	241	343	241
8.00 - 8.30			A 14.1 22 1197	1983	686	266	757	268	476	496	360	220	657	224	430	420	343	193	213	76	356	232	356	232	
8.30 - 9.00			A 14.6 22 1240	2091	692	280	763	257	487	512	380	220	748	288	518	497	371	190	235	95	345	219	345	219	
ALICE	1	187	A 10.9 16 925	1483	626	299	731	194	300	318	331	354	471	86	176	209	234	252	130	39	151	80	151	80	
2 TUE.	8.30P	30 CBS CS	96	B 10.9 16 925	1483	626	299	731	194	300	318	331	354	471	86	176	209	234	252	130	39	151	80	151	80
AMERICAN PORTRAIT	37	197	A 18.6 27 1579	1748	789	318	889	278	479	439	396	363	553	175	299	285	238	222	132	69	174	129	174	129	
1 M & TH	8.58P	1 CBS DO	98	B 16.7 25 1418	1705	738	274	815	242	426	406	367	339	544	162	307	297	269	201	120	55	226	148	226	148
1 TUE.	9.11P	1																							
2 TU&TH	8.58P	1																							
BARBARA MANDRELL SPECIAL(S)	203	A 16.1 23 1367	1628	735	255	809	140	324	337	403	456	586	105	247	261	313	298	84	27	149	76	149	76	149	76
2 WED.	8.35P	60 CBS GV	99																						
8.30 - 9.00			A 15.6 22 1324	1644	756	265	833	148	345	345	424	467	569	92	227	237	302	304	85	22	157	75	157	75	
9.00 - 9.30			A 16.7 23 1418	1618	733	248	803	134	309	332	384	460	589	110	251	265	311	296	79	28	147	79	147	79	
BENSON	14	203	A 19.0 29 1613	1757	719	418	858	259	471	451	414	329	460	126	221	239	230	179	139	51	300	214	300	214	
2 FRI.	8.00P	30 ABC CS	99	B 15.7 26 1333	1750	766	317	866	266	450	418	390	355	511	158	265	259	247	203	128	72	245	155	245	155
BERRENGER'S	2	196	A 11.8 20 1002	1749	794	347	841	283	495	459	396	281	483	214	299	264	197	145	165	109	260	211	260	211	
1 SAT.	9.30P	90 NBC GD	98	B 11.8 20 1002	1749	794	347	841	283	495	459	396	281	483	214	299	264	197	145	165	109	260	211	260	211
CONT'D																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																				
COVER-UP-CONT'D																																				
10.00 - 10.30														A	14.1	24	1197	1674	695	315	747	239	479	445	404	230	648	214	428	428	367	183	161	49^	118	97^
10.30 - 11.00														A	14.0	24	1189	1609	674	290	724	213	454	425	416	226	618	180	405	412	372	177	152	42^	115	104^
CRAZY LIKE A FOX																																				
1 SUN. 9.25P 60 CBS PD 2 204 204														A	21.7	32	1842	1644	792	346	873	187	414	431	494	391	613	148	331	337	341	240	112	45^	46^	39^
2 SUN. 9.00P 60														B	21.7	32	1842	1644	792	346	873	187	414	431	494	391	613	148	331	337	341	240	112	45	46	39
9.00 - 9.30														A	21.1	31	1791	1731	759	300	852	185	404	415	456	388	621	150	354	374	346	235	172	66^	86^	57^
9.30 - 10.00														A	21.7	32	1842	1625	792	341	863	177	403	425	491	393	610	145	327	338	341	241	109	46^	43^	43
10.00 - 10.30														A	22.8	34	1936	1568	815	394	906	210	447	452	537	385	595	148	306	293	326	234	57^	16^	10^	10^
DALLAS																																				
FRI. 9.00P 60 CBS GD 15 207 208														A	27.1	39	2301	1558	822	321	902	260	458	444	376	394	489	132	241	252	224	209	82	44^	85	63
9.00 - 9.30														B	25.4	40	2156	1663	858	317	947	290	494	456	411	399	501	155	258	253	221	210	101	55	114	76
9.30 - 10.00														A	26.5	38	2250	1548	818	318	898	257	452	440	371	398	486	126	237	252	229	209	76	41^	88	65
														A	27.7	40	2352	1560	824	321	903	263	461	446	378	390	491	137	245	251	220	210	85	46^	81	60
DIFFRENT STROKES-SAT.																																				
SAT. 8.00P 30 NBC CS 14 201 194														A	16.5	26	1401	2019	731	295	781	295	464	385	306	287	434	148	253	220	193	159	364	239	440	323
														B	14.7	26	1248	1951	723	289	802	289	466	406	316	301	441	148	252	242	203	158	289	186	419	304
DOUBLE TROUBLE																																				
SAT. 8.30P 30 NBC CS 6 200 193														A	15.8	24	1341	2172	781	335	829	336	512	419	317	282	430	178	267	226	178	137	429	279	484	364
														B	13.4	22	1138	2080	723	287	812	302	502	441	345	271	465	168	287	268	231	141	360	231	443	328
DUKES OF HAZZARD																																				
FRI. 8.00P 60 CBS CS 14 199 197														A	14.9	22	1265	1637	705	193	773	187	326	316	334	411	507	103	223	229	265	268	100	20^	257	155
														B	13.6	23	1155	1733	660	192	734	213	341	315	307	355	560	148	269	253	268	260	91	32	348	232

		8.00 - 8.30							A 13.8	21	1172	1624	683 181	750 177	309 299	328 406			511 102^	224 232	266 271			110 20^	253 149
		8.30 - 9.00							A 16.1	24	1367	1629	717 201	784 192	334 329	336 411			495 103	217 223	259 260			91^ 20^	259 158
DYNASTY																									
1	WED.	9.00P	60	ABC	GD	202	208		A 27.1	39	2301	1626	841 354	947 343	560 472	405 332			525 199	290 265	208 196			76 36^	78 43^
2	WED.	9.37P	60			99	99		B 25.4	38	2156	1708	845 353	961 367	589 501	401 317			552 234	340 295	217 173			100 57	95 52
		9.00 - 9.30							A 26.0	37	2207	1681	855 392	972 340	570 485	432 335			558 225	314 271	171 200			56^ 17^	95^ 53^
		9.30 - 10.00							A 26.4	38	2241	1636	836 358	950 335	563 482	417 332			527 196	297 271	208 189			70 35^	89 47^
		10.00 - 10.30							A 29.4	43	2496	1561	836 322	920 352	548 452	371 329			495 183	258 256	228 200			95^ 50^	51^ 34^
		10.30 - 11.00							A 27.6	44	2343	1541	813 318	917 348	532 424	361 330			509 179	251 243	239 227			105 56^	10^ 10^
FACTS OF LIFE																									
1	WED.	9.00P	30	NBC	CS	193	186		A 16.1	23	1367	1998	744 365	829 334	514 438	332 275			552 234	362 330	216 172			326 176	291 221
2	WED.	9.35P	30			97	97		B 15.4	23	1307	1799	751 304	818 300	507 452	374 260			490 180	308 285	229 151			267 150	224 167
FALCON CREST																									
	FRI.	10.00P	60	CBS	GD	207	206		A 21.7	34	1842	1496	767 283	840 204	376 413	390 392			477 150	242 236	191 202			97 39^	82 61^
		10.00 - 10.30							B 20.5	35	1740	1577	848 299	938 260	465 439	429 411			468 140	233 231	213 202			105 59	66 48
		10.30 - 11.00							A 22.2	34	1885	1494	771 282	843 209	386 415	389 390			475 147	239 240	192 203			97 42^	79 58^
									A 21.2	34	1800	1491	761 282	832 200	366 407	388 392			476 152	246 233	190 198			97 33^	86 64^
FALL GUY																									
1	WED.	8.00P	60	ABC	A	206	200		A 19.6	28	1664	1800	734 313	832 306	492 403	353 299			627 242	393 344	259 218			140 54^	201 131
2	WED.	8.37P	60			99	97		B 17.7	28	1503	1824	688 261	775 283	452 374	324 286			649 237	403 352	296 207			141 57	259 165
		8.00 - 8.30							A 19.0	28	1613	1983	783 280	855 294	470 395	382 339			722 284	436 384	257 268			125^ 42^	281 200
		8.30 - 9.00							A 19.6	28	1664	1761	710 315	814 310	476 391	333 292			611 243	375 317	231 225			127 53^	209 144
		9.00 - 9.30							A 19.2	27	1630	1711	711 336	816 297	525 416	356 265			580 209	395 361	311 163			189 71^	126^ 54^
		9.30 - 10.00							A 22.7	32	1927	1735	815 323	933 357	560 474	371 328			569 198	354 324	284 182			98^ 46^	135 60^
FAMILY TIES																									
	THU.	8.30P	30	NBC	CS	208	204		A 22.1	31	1876	2045	732 363	814 377	518 480	313 225			554 260	390 364	216 133			295 178	382 235
						99	99		B 20.0	30	1698	1988	764 341	860 363	556 495	362 240			540 224	367 330	245 135			268 156	320 210

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
								TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)												
EVENING CONT'D																						
FINDER OF LOST LOVES						13	201	190	A 13.7	23	1163	1588	741	272	808	141	370	402	433	384	540	180
SAT.	10.00P	60	ABC	GD		99	94		B 13.5	25	1146	1533	788	284	862	229	419	399	402	389	461	124
10.00 - 10.30									A 13.6	23	1155	1624	746	276	812	142	374	416	432	381	538	180
10.30 - 11.00									A 13.7	24	1163	1556	737	270	804	141	364	391	434	387	546	179
GIMME A BREAK						6	199	189	A 15.5	24	1316	1884	738	336	808	311	511	428	352	254	422	155
SAT.	9.00P	30	NBC	CS		98	98		B 13.9	23	1180	2025	742	311	850	340	555	482	381	232	449	158
GUINNESS BK-WORLD RECORDS(S)									A 14.5	21	1231	2031	673	339	727	305	502	455	339	179	772	368
2 SUN.	8.00P	60	ABC	GV			99		A 14.5	21	1231	1998	667	327	724	304	500	454	338	182	785	389
8.00 - 8.30									A 14.6	21	1240	2039	673	350	724	304	498	449	336	177	753	343
8.30 - 9.00																						
HARDCASTLE & MCCORMICK						2	182	204	A 15.7	24	1333	2038	751	363	878	275	489	428	438	328	632	230
MON.	8.00P	60	ABC	A		98	99		B 15.7	24	1333	2038	751	363	878	275	489	428	438	328	632	230
8.00 - 8.30									A 15.5	24	1316	2055	755	351	883	277	482	419	431	339	645	234
8.30 - 9.00									A 15.9	24	1350	2017	748	375	873	274	496	435	440	319	617	222
HIGHWAY TO HEAVEN						13		200	A 16.4	23	1392	1801	713	344	789	234	421	429	418	299	522	135
2 WED.	8.35P	60	NBC	GD			98		B 17.4	28	1477	1801	784	299	852	239	430	437	422	350	543	157
8.30 - 9.00									A 14.5	21	1231	1842	747	370	818	207	402	427	453	339	518	111
9.00 - 9.30									A 17.9	25	1520	1801	703	333	784	254	433	434	411	283	538	148
HILL STREET BLUES						14	210	208	A 16.2	25	1375	1637	684	343	754	338	502	453	339	195	711	313
THU.	10.00P	60	NBC	OP		99	99		B 17.1	28	1452	1649	711	332	780	338	543	495	363	179	714	315
10.00 - 10.30									A 16.6	25	1409	1647	687	350	756	343	512	455	334	191	691	304
10.30 - 11.00									A 15.8	25	1341	1615	677	335	748	334	489	450	341	196	727	318
HOTEL						14	203	208	A 20.3	34	1723	1492	759	304	865	267	446	399	406	356	518	154
1 WED.	10.00P	60	ABC	GD		98	99		B 20.1	34	1706	1544	806	306	914	306	511	440	407	346	516	187
2 WED.	10.37P	60							A 21.0	33	1783	1633	839	341	927	292	499	480	452	343	576	171
10.00 - 10.30									A 20.3	34	1723	1521	781	302	881	276	448	400	397	366	537	158
10.30 - 11.00									A 19.9	37	1690	1322	660	276	795	241	402	323	374	357	428	131
11.00 - 11.30									A 18.6	40	1579	1284	646	275	760	200	374	322	384	344	472	126
11.30 - 12.00																						
HUNTER						11	196	194	A 10.3	15	874	1879	761	342	789	252	492	488	456	216	740	253
FRI.	9.00P	60	NBC	OP		99	97		B 10.8	17	917	1882	715	278	774	245	497	466	436	219	700	248
9.00 - 9.30									A 9.7	14	824	1836	750	340	785	242	488	492	466	214	718	235
9.30 - 10.00									A 11.0	16	934	1887	760	337	780	255	487	477	443	214	746	266
IT'S FLASHBEAGLE C.BROWN(S)									A 21.0	29	1783	2006	787	359	888	337	535	445	341	321	487	216
1 TUE.	8.00P	30	CBS	EA			99															
IT'S YOUR MOVE						12	190		A 13.1	19	1112	2279	837	393	898	383	540	499	330	265	661	308
1 WED.	9.30P	30	NBC	CS			97		B 13.9	21	1180	1778	723	305	787	313	517	462	355	215	515	220
JEFFERSONS						1	186		A 11.3	17	959	1497	615	310	699	205	293	289	287	328	470	74
2 TUE.	8.00P	30	CBS	CS			96		B 11.3	17	959	1497	615	310	699	205	293	289	287	328	470	74
KATE & ALLIE						12	192	205	A 19.2	30	1630	1862	759	291	875	352	491	417	301	339	544	215
MON.	9.00P	30	CBS	CS		98	99		B 18.4	27	1562	1582	772	305	856	293	478	453	361	324	445	151
KNIGHT RIDER						11	201	200	A 18.0	25	1528	2154	712	250	745	310	444	423	323	236	676	321
SUN.	8.00P	60	NBC	A		98	98		B 17.0	25	1443	2101	709	271	763	321	513	468	337	198	651	262
CONT'D																						

FRI.	10.00P	60	NBC OP	99	99	B 13.6 22 1138	1750	675	303	739	313	539	475	366	154	690	289	506	482	338	138	164	65	157	120	
	10.00 - 10.30					A 16.0 25 1358	1872	689	389	784	384	614	519	369	134	745	325	556	563	356	139	164	66^	179	153	
	10.30 - 11.00					A 16.0 26 1358	1840	702	394	791	407	627	508	342	130	742	332	562	554	347	134	131	52^	176	145	
MIKE HAMMER				13	201	198	A 13.6 21 1155	1805	712	300	740	202	418	428	397	273	785	272	501	487	406	244	140	37^	140	106^
SAT.	9.00P	60	CBS PD	99	98	B 13.1 22 1112	1720	669	246	727	185	409	406	399	273	725	195	432	433	414	245	109	37	159	115	
	9.00 - 9.30					A 13.3 21 1129	1808	717	313	748	202	428	439	405	273	778	277	501	486	398	239	140	37^	142	104^	
	9.30 - 10.00					A 14.0 22 1189	1786	697	284	725	200	404	411	386	273	782	266	498	486	409	244	140	36^	139	108	
MURDER, SHE WROTE				12	205	204	A 22.1 31 1876	1662	786	350	866	168	389	411	477	405	610	117	285	314	350	269	93	45^	93	56^
1 SUN.	8.25P	60	CBS SM	99	99	B 19.4 29 1647	1655	778	323	864	202	411	404	429	395	579	135	288	303	312	240	95	45	117	79	
2 SUN.	8.00P	60																								
	8.00 - 8.30					A 22.3 32 1893	1657	748	327	847	147	376	396	469	403	583	91^	250	287	331	283		85^	37^	142	82^
	8.30 - 9.00					A 21.3 30 1808	1677	787	344	869	172	391	408	469	409	609	113	284	317	355	270	104	52^	95	58^	
	9.00 - 9.30					A 24.2 33 2055	1602	813	387	862	177	394	417	493	395	625	141	309	329	359	251	77^	37^	38^	25^	
NBC MONDAY NIGHT MOVIES				14	174	197	A 13.6 23 1155	1680	734	295	749	218	388	397	380	314	612	193	353	351	303	227	199	120	120	80^
MON.	9.00P	120	NBC FF	94	99	B 19.4 30 1647	1737	829	318	895	311	551	497	434	285	540	200	342	325	265	151	167	89	135	93	
	9.00 - 9.30					A 12.9 20 1095	1727	728	284	750	214	373	377	363	333	595	184	328	344	290	229	187	109^	195	113^	
	9.30 - 10.00					A 13.4 22 1138	1655	713	294	733	217	382	384	367	308	579	180	323	330	282	223	221	133	122	94^	
	10.00 - 10.30					A 14.1 24 1197	1668	740	286	748	217	392	407	389	306	636	209	386	367	317	224	198	117	86^	63^	
	10.30 - 11.00					A 14.1 26 1197	1657	749	312	759	222	401	421	401	303	631	202	373	360	312	230	186	118	81^	56^	
NBC NEWS DIGEST-M-F				68	172	168	A 13.0 19 1104	2031	747	312	821	315	502	469	360	256	652	242	404	394	292	207	254	130	304	207
1 MWTHF	8.58P	1	NBC N	89	88	B 14.4 22 1223	1911	745	298	808	285	481	444	376	267	610	222	379	354	285	193	207	100	286	196	
1 TUE.	10.14P	1																								
2 MTUTHF	8.58P	1																								
2 WED.	9.33P	1																								
NBC NEWS DIGEST-2-M-F				30	175	174	A 13.7 20 1163	1797	765	349	818	340	507	482	339	241	591	235	372	383	263	181	214	85	174	141
CONT'D																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0.000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																
NBC NEWS DIGEST-2--CONT'D																																
1	W & F	9.58P	1	NBC N			90	89	B	14.0	21	1189	1735	752	319	817	305	515	479	380	243	589	227	388	366	288	157	185	84	144	105	
2	TU&TH	9.58P	1																													
NBC NEWS DIGEST-SAT																																
	SAT.	8.58P	1	NBC N			14	171	160	A	12.5	19	1061	2046	800	342	868	336	487	407	293	336	414	158	250	227	166	144	374	262	390	290
								87	85	B	11.7	20	993	1964	726	287	819	304	477	425	321	302	432	157	251	244	194	149	311	193	402	292
NBC NEWS DIGEST-2-SAT.																																
2	SAT.	9.58P	1	NBC N			6	165		A	10.5	17	891	1833	680	385	744	269 ^A	456	365	361	227 ^A	447	183 ^A	290	269 ^A	182 ^A	123 ^A	228 ^A	151 ^A	414	339
								89		B	10.2	17	866	1893	717	283	793	316	524	458	369	222	496	167	318	326	274	130	256	124	348	295
NBC NEWS DIGEST-SUN																																
	SUN.	8.58P	1	NBC N			13	171	170	A	14.9	21	1265	2108	707	251	730	289	426	401	337	234	744	343	539	490	299	158	247	133	387	284
								89	88	B	14.4	21	1223	2039	742	275	793	304	485	438	354	253	649	251	425	385	292	190	200	119	397	279
NBC NEWS DIGEST-2-SUN.																																
1	SUN.	9.48P	1	NBC N			7	182		A	15.0	22	1274	1820	495	131 ^A	514	239	392	350	258	122 ^A	876	462	714	639	366	106 ^A	238	51 ^A	192 ^A	176 ^A
								94		B	16.9	25	1435	1744	725	314	772	275	479	447	372	242	662	244	448	424	336	174	162	62	148	104
NBC NIGHTLY NEWS-SAT.																																
2	SAT.	6.30P	30	NBC N			11	151		A	6.9	12	586	1563	692	268 ^A	721	77 ^v	207 ^A	282 ^A	314 ^A	439	708	199 ^A	355 ^A	247 ^A	301 ^A	353 ^A	50 ^v	17	84 ^v	17
								89		B	9.6	19	815	1498	690	205	721	123	264	297	338	405	622	143	263	263	275	317	64	14	91	68
NBC NIGHTLY NEWS-SUN																																
1	SUN.	6.30P	30	NBC N			5	171		A	8.0	12	679	1340	612	140 ^A	644	115 ^A	185 ^A	227 ^A	289 ^A	417	557	126 ^A	278 ^A	271 ^A	234 ^A	261 ^A	55 ^v	29 ^v	84 ^v	37 ^v
								89		B	7.4	12	628	1492	689	191	710	130	255	268	331	401	615	167	269	273	260	286	69	51	98	73
NBC NIGHTLY NEWS																																
1	MWTHF	6.30P	30	NBC N			68	204	205	A	12.5	20	1061	1581	743	233	776	147	316	340	364	398	647	145	278	325	298	309	72	32 ^A	86	60
2	M-F	6.30P	30					99	99	B	11.1	20	942	1588	747	247	791	169	326	341	384	399	613	143	266	292	293	292	57	32	127	79
NBC SUNDAY NIGHT MOVIE																																
	SUN.	9.00P	120	NBC FF			12	199	197	A	16.7	25	1418	1729	669	276	713	279	462	450	351	194	762	335	543	493	332	162	140	28 ^A	114	84
								99	98	B	16.6	26	1409	1724	744	332	817	293	502	473	393	248	640	233	412	399	324	172	133	54	134	98
	9.00 - 9.30									A	16.7	24	1418	1830	688	274	732	297	463	457	348	205	747	308	518	483	338	174	174	44 ^A	177	139
	9.30 - 10.00									A	16.5	24	1401	1803	691	279	728	281	470	471	368	196	750	319	532	499	337	157	183	44 ^A	142	108
	10.00 - 10.30									A	16.8	26	1426	1652	682	283	704	271	465	447	357	187	767	349	557	499	327	154	101	15 ^v	80 ^A	57 ^A
	10.30 - 11.00									A	16.8	28	1426	1629	632	260	679	268	446	420	331	181	787	368	567	492	328	165	105	9 ^v	58 ^A	37 ^A
NEWHART																																
	MON.	9.30P	30	CBS CS			11	192	206	A	18.2	30	1545	1811	750	312	865	326	458	399	300	358	561	213	338	328	243	199	170	84	215	166
								98	99	B	18.7	28	1588	1543	772	322	861	295	486	454	365	321	461	166	280	261	205	157	129	70	92	69
NEWSBREAK-M-F																																
	MTHF	9.58P	1	CBS N			73	182	182	A	16.8	25	1426	1623	761	319	845	266	470	447	383	324	541	176	312	307	254	193	129	69	108	86
								88	90	B	16.0	25	1358	1590	790	296	875	261	461	439	407	356	506	146	278	270	251	193	105	51	104	74
1	TUE.	10.03P	2																													
1	WED.	9.59P	1																													
2	TUE.	9.54P	1																													
2	WED.	10.27P	1																													
NEWSBREAK-SAT.																																
1	SAT.	9.57P	2	CBS N			15	197	185	A	13.1	21	1112	1816	695	296	724	201	424	445	405	256	812	296	520	496	418	261	146	30 ^A	134	112
2	SAT.	9.58P	1					96	93	B	11.7	20	993	1733	646	257	714	201	409	405	371	262	712	213	421	414	388	244	120	51	187	142
NEWSBREAK-SUN.																																
1	SUN.	10.23P	1	CBS N			14	187	189	A	17.4	26	1477	1603	809	336	876	191	425	445	497	384	580	140	306	322	319	226	107	37 ^A	40 ^A	40 ^A
2	SUN.	9.58P	1					91	95	B	16.1	25	1367	1570	765	276	856	223	406	396	401	389	564	157	305	300	283	219	85	44	65	50
NIGHT COURT																																
	THU.	9.30P	30	NBC CS			14	203	198	A	17.9	25	1520	1721	748	361	806	362	534	489	318	213	594	267	405	407	255	145	220	105	101	77
								99	99	B	17.0	26	1443	1747	750	351	835	358	543	491	351	232	616	279	442	406	276	132	179	95	117	85
ORANGE BOWL GAME(S)																																
1	TUE.	8.36P	217	NBC SE			207			A	16.9	27	1435	1826	621	282	656	185	377	382	336	226	1004	354	594	641	488	299	104 ^A	42 ^v	62 ^A	45 ^v
CONT'D																																

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
								TOTAL	LADY	WORK-	WOMEN					MEN					TEENS	CHILDREN	
WK	START	PROG.				AVG.	AVG.	PERSONS	OF	ING	18-	18-	25-	35-	55+	18-	18-	25-	35-	55+	(12-17)	(2-11)	
#	DAY	TIME	DUR	NET	TYPE	%	%	(2+)	HOUSE	WOM.	TOTAL	34	49	54	64	34	49	54	64	55+	TOTAL	FEM.	TOTAL
EVENING CONT'D																							
ORANGE BOWL GAME(S-CONT'D																							
	8.30 - 9.00					A 18.4	25	1562	1981	642	276	660	194	390	375	319	237	1082	422	636	706	481	321
	9.00 - 9.30					A 18.4	26	1562	1939	626	304	638	194	351	369	300	223	1107	426	684	719	508	324
	9.30 - 10.00					A 19.2	27	1630	1886	642	311	655	223	385	392	306	215	1054	401	639	671	481	317
	10.00 - 10.30					A 14.3	21	1214	1903	663	306	714	227	432	442	358	215	1003	358	588	623	459	300
	10.30 - 11.00					A 15.3	24	1299	1865	632	266	707	204	400	407	365	233	994	352	585	631	467	302
	11.00 - 11.30					A 16.5	29	1401	1665	601	264	637	142	363	371	355	223	946	307	570	616	489	265
	11.30 - 12.00					A 17.7	37	1503	1637	576	242	615	124	335	347	357	223	915	267	509	553	514	280
	12.00 - 12.30					A 13.7	34	1163	1642	567	286	598	132	357	351	345	217	828	227	475	553	512	245
ORANGE BOWL PARADE(S)																							
1 MON.	8.00P	60	NBC	AC		A 13.6	23	1155	2158	871	193	943	283	438	436	317	453	660	123	274	311	362	319
	8.00 - 8.30					A 14.0	23	1189	2131	837	158	929	275	434	411	326	448	646	128	273	305	354	313
	8.30 - 9.00					A 13.2	22	1121	2178	905	228	954	294	442	462	305	466	673	118	274	311	365	329
PUNKY BREWSTER																							
SUN.	7.30P	30	NBC	CS		A 11.7	17	993	2314	786	262	863	364	546	456	312	293	447	199	296	287	141	132
						B 11.2	18	951	2100	708	253	760	292	491	439	319	241	512	216	336	332	210	140
REMINGTON STEELE																							
2 TUE.	10.00P	60	NBC	PD		A 16.7	26	1418	1695	805	378	844	235	537	520	478	265	671	217	453	420	383	207
	10.00 - 10.30					B 17.2	29	1460	1603	711	295	773	261	500	472	399	226	636	242	447	408	325	151
	10.30 - 11.00					A 16.9	26	1435	1728	816	380	857	242	549	525	482	270	688	220	463	436	399	207
						A 16.5	26	1401	1652	790	373	825	228	524	512	470	258	651	213	436	406	365	205
RIPLEY'S BELIEVE IT-NOT																							
						A 12.5	19	1061	2181	758	327	855	342	561	501	378	251	770	321	528	502	338	200
SJN.																							
	7.00P	60	ABC	U		B 11.5	18	976	2117	707	282	794	309	506	462	368	222	770	315	523	470	352	201
	7.00 - 7.30					A 11.2	17	951	2138	727	299	823	321	528	485	363	250	764	315	522	494	338	203
	7.30 - 8.00					A 13.8	20	1172	2204	781	348	875	355	579	512	385	251	769	322	529	505	337	198
RIPTIDE																							
2 TUE.	9.00P	60	NBC	PD		A 21.0	30	1783	1854	782	330	829	261	488	467	403	284	634	231	398	396	292	212
	9.00 - 9.30					B 19.8	30	1681	1724	671	284	736	259	459	431	346	232	665	248	443	413	321	183
	9.30 - 10.00					A 21.0	30	1783	1857	787	339	832	258	488	472	414	284	627	234	401	403	287	200
						A 21.0	30	1783	1846	777	320	825	266	483	460	387	284	641	229	395	393	295	222
ST. ELSEWHERE																							
1 WED.	10.00P	60	NBC	GD		A 13.5	22	1146	1751	784	373	837	364	559	555	363	217	679	296	495	396	292	161
2 WED.	10.05P	60				B 13.4	22	1138	1640	806	352	867	357	590	562	404	220	590	279	452	399	259	111
	10.00 - 10.30					A 13.2	20	1121	1773	778	393	835	365	549	548	356	222	674	295	481	367	278	170
	10.30 - 11.00					A 13.7	23	1163	1744	789	359	842	368	569	565	366	214	688	306	516	422	299	150
SCARECROW & MRS. KING																							
MON.	8.00P	60	CBS	GD		A 17.3	27	1469	1739	796	320	878	306	489	426	360	365	445	147	248	226	199	172
	8.00 - 8.30					B 17.6	27	1494	1633	775	304	864	250	451	428	394	366	472	123	239	234	240	199
	8.30 - 9.00					A 16.7	26	1418	1683	782	312	861	277	459	406	366	373	422	129	225	208	194	172
						A 17.8	27	1511	1795	814	329	899	334	521	447	357	359	464	164	268	240	201	175
SILVER SPOONS																							
SUN.	7.00P	30	NBC	CS		A 11.4	17	968	2077	708	223	768	284	455	424	306	282	457	195	305	297	164	129
						B 10.5	17	891	1966	673	259	716	259	436	411	317	232	527	214	348	324	232	136
SIMON & SIMON																							
THU.	9.00P	60	CBS	PD		A 24.1	34	2046	1626	759	339	846	270	475	430	392	330	578	168	314	319	281	223
	9.00 - 9.30					B 21.8	33	1851	1667	770	275	848	251	458	423	404	342	587	168	332	323	302	214
	9.30 - 10.00					A 23.7	33	2012	1652	760	335	854	276	481	431	391	335	577	166	313	317	280	223
						A 24.5	35	2080	1596	755	339	834	262	467	423	391	327	573	166	312	317	283	222
60 MINUTES																							
1 SUN.	7.25P	60	CBS	DN		A 25.4	37	2156	1584	726	300	782	168	323	361	396	385	713	189	350	368	356	299
	CONT'D					B 22.2	35	1885	1615	733	291	786	170	336	346	382	395	688	188	351	344	334	287

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																	
60 MINUTES-CONT'D																																	
2 SUN. 7.00P 60																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
8.00 - 8.30																																	
SPENCER																																	
2 SAT. 9.30P 30 NBC CS 5 184																																	
2 SAT. 9.30P 30 NBC CS 5 184																																	
SPORTSBREAK-SAT																																	
SAT. 8.58P 1 CBS SN 16 192 197																																	
SPORTSBREAK-SUN																																	
1 SUN. 9.23P 1 CBS SN 16 200 200																																	
2 SUN. 8.58P 1																																	
STREET HAWK																																	
1 FRI. 8.30P 90 ABC A 2 203 206																																	
2 FRI. 9.00P 60																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
SUGAR BOWL(S)																																	
202																																	
1 TUE. 8.00P 199 ABC SE 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
11.00 - 11.30																																	
T.J. HOOKER																																	
SAT. 8.00P 60 ABC OP 12 199 194																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
TV BLOOPERS & PRAC. JOKES																																	
2 MON. 8.00P 60 NBC CV 13 195																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
THORN BIRDS, PART III(5)																																	
2 TUE. 9.00P 120 ABC FF 207 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
THREES A CROWD																																	
2 TUE. 8.00P 30 ABC CS 9 189																																	
TRAPPER JOHN, M.D.																																	
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
																AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		TOTAL		18- 34		18- 49		25- 54						35- 64		55+		TOTAL		18- 34		18- 49		25- 54		35- 64		55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

ABC NEWS:NIGHTLINE										A	5.8	15	492	1382	574	153	644	149	350	334	369	245	618	178	363	344	277	234	78^	31v	42^	24v
1	TUE.	11.50P	10	ABC	N		96	96		B	5.9	16	501	1354	614	204	684	168	352	329	371	267	589	176	326	322	283	219	38	17	43	23
1	W-F	11.30P	30																													
2	MTUThF	11.30P	30																													
ABC NEWS:NIGHTLINE-TUE(B)										A	2.9	9	246	1061	536^	248v	536^	32v	240v	321^	424^	215v	525^	106v	236v	236v	256v	289^	LT	LT	LT	LT
1	TUE.	12.00M	20	ABC	N		97																									
ABC NEWS:NIGHTLINE-WED(B)										A	5.5	18	467	1017	407^	91v	450^	204^	259^	206^	128v	191^	567	74v	382^	382^	356^	185^	LT	LT	LT	LT
2	WED.	12.07A	30	ABC	N		96																									
ABC ROCKS										A	2.1	6	178	1522	601^	208^	719	433^	567^	438^	213^	107v	562^	213^	422^	376^	349^	140v	100v	LT	141v	108v
	FRI.	12.00M	32	ABC	PC		77	75		B	2.1	7	178	1092	434	206	520	269	420	336	219	64	461	239	355	329	198	89	44	LT	67	51
ABC WEEKEND REPORT-SAT.										A	4.8	11	408	806	383^	101v	383^	56v	162^	162^	228^	221^	407^	250^	250^	250^	99v	157^	16v	LT	LT	LT
1	SAT.	11.30P	15	ABC	N		87			B	4.1	10	348	1255	695	205	729	193	393	376	397	265	469	108	217	225	258	212	31	18	26	26
ABC WEEKEND RPT-SAT.(B)										A	3.2	7	272	1507	687^	253^	849^	77v	371^	371^	452^	478^	658^	271^	445^	360^	387^	155v	LT	LT	LT	LT
2	SAT.	11.30P	15	ABC	N		64																									
ABC WEEKEND REPORT-SUN.										A	4.4	11	374	1356	583	270^	655	215^	410	393	358	190^	430	36v	217^	231^	339	199^	80v	53v	191^	131^
	SUN.	11.30P	15	ABC	N		91	90		B	3.8	12	323	1297	623	208	656	237	392	342	325	214	515	187	343	295	261	151	38	16	88	36
CBS NEWS NIGHTWATCH-1										A	1.3	14	110	927	445^	190^	445^	109v	245^	291^	272^	154^	482^	182^	318^	372^	263^	100v	LT	LT	LT	LT
1	TU-THS	2.00A	30	CBS	N		56	61		B	1.2	13	102	836	398	202	442	116	271	255	248	132	383	152	224	225	183	136	LT	LT	LT	LT
2	MTUTHS	2.00A	30																													
CBS NEWS NIGHTWATCH-2										A	1.1	22	93	656^	300^	107v	290^	75v	205^	150v	173^	75v	366^	151v	259^	257^	162v	97v	LT	LT	LT	LT
1	TU-THS	2.30A	210	CBS	N		87	85		B	1.1	21	93	682	275	144	314	102	228	200	174	66	360	166	243	242	154	101	LT	LT	LT	LT
2	M & SU	2.30A	210																													
2	TU&TH	3.00A	180																													
CONT'D																																

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
													TOTAL	18-34	WOMEN 18-25-35-64			55+	TOTAL	18-34	MEN 18-25-35-64			55+	TOTAL FEM.	TOTAL	6-11											
LATE FRINGE CONT'D																																						
CBS NEWS NIGHTWATC-CONT'D																																						
2 WED. 3.16A 164																																						
		2.30 - 3.00						A	1.3	18	110	664	264^ 73v	264^ LT	119v 91v	182^ 145^	400^ 173^	246^ 273^	172^ 127v	LT	LT	LT	LT															
		3.00 - 3.30						A	1.2	20	102	539^	206^ 59v	206^ LT	69v 69v	117v 137v	333^ 196^	284^ 274^	98v 49v	LT	LT	LT	LT															
		3.30 - 4.00						A	1.2	23	102	627	333^ 157^	333^ 69v	226^ 187^	205^ 107v	294^ 177^	255^ 255^	78v LT	LT	LT	LT																
		4.00 - 4.30						A	1.1	24	93	602^	409^ 129v	409^ 129v	355^ 226^	258^ 54v	193^ 75v	118v 118v	75v 75v	LT	LT	LT	LT															
		4.30 - 5.00						A	1.0	24	85	541^	259^ LT	259^ 141v	235^ 94v	94v LT	282^ 59v	165v 165v	176v 117v	LT	LT	LT	LT															
		5.00 - 5.30						A	.9	23	76	763^	237^ 119v	237^ LT	184v 158v	158v LT	526^ 158v	395^ 369^	289^ 131v	LT	LT	LT	LT															
		5.30 - 6.00						A	.9	21	76	711^	250^ 145v	237^ LT	171v 170v	170v LT	474^ 198v	316^ 303^	184v 158v	LT	LT	LT	LT															
CBS NIGHTWATCH-2-TUE(B)													74																									
		2 TUE. 2.30A 30 CBS N						A	1.0	15	85	447v	141v LT	141v LT	LT LT	94v 141v	306v 95v	247v 306v	211v LT	LT	LT	LT	LT															
CBS NIGHTWATCH-2-WED(B)													77																									
		2 WED. 2.36A 40 CBS N						A	1.4	18	119	504v	320v 169v	320v LT	168v 168v	244v 152v	184v 184v	184v 75v	LT LT	LT	LT	LT	LT															
		2.30 - 3.00						A	1.5	19	127	591^	410^ 268v	410v LT	268v 268v	339v 142v	181v 181v	181v 79v	LT LT	LT	LT	LT	LT															
		3.00 - 3.30						A	1.4	19	119	336v	160v LT	160v LT	LT LT	84v 160v	176v 176v	176v 67v	LT LT	LT	LT	LT	LT															
CBS NIGHTWATCH-2-THU(B)													73																									
		2 THU. 2.30A 30 CBS N						A	1.3	17	110	200v	LT LT	LT LT	LT LT	LT LT	200v 146v	146v 200v	54v LT	LT	LT	LT	LT															
CBS SUNDAY NEWS-OSGOOD													15	134	137																							
		1 SUN. 11.25P 15 CBS N						A	5.5	12	467	1218	649 161^	692 79^	293 343	426 349	473 160^	288 249^	221^ 168^	53v 53v			LT	LT														
		2 SUN. 11.00P 15						B	5.8	13	492	1367	697 265	779 164	357 370	402 356	525 168	301 284	256 205	43 25			LT	LT														
DAVID LETTERMAN I													55	182	186																							
		1 MWTH 12.30A 30 NBC GV						A	3.7	17	314	1248	539 254	577 220	309 283	258 179^	567 300	424 318	213 118^	91^ 28v			LT	LT														
		1 TUE. 12.44A 30						B	3.7	18	314	1287	519 197	575 232	333 289	248 165	637 355	468 335	222 136	42 LT			33	LT														
		2 M & TH 12.30A 30																																				
		2 TUE. 12.42A 30																																				
		2 WED. 12.35A 30																																				
DAVID LETTERMAN II													55	183	187																							
		1 MWTH 1.00A 30 NBC GV						A	2.7	16	229	1223	507 306	525 250^	285 173^	222^ 158^	560 350	450 309	196^ 102^	108^ 21v			30v	30v														
		1 TUE. 1.14A 30						B	2.8	18	238	1249	481 201	529 224	319 269	235 139	641 384	499 338	215 118	35 LT			44	LT														
		2 M & TH 1.00A 30																																				
		2 TUE. 1.12A 30																																				
		2 WED. 1.05A 30																																				
EYE ON HOLLYWOOD													36	107	108																							
		1 TUE. 12.20A 30 ABC GV						A	1.5	6	127	1488	819 173^	843 370^	606 519	377^ 151^	558 117v	361^ 363^	340^ 180^	LT LT			87v	63v														
		1 WED. 12.00M 32						B	1.7	6	144	1163	499 199	604 225	370 281	300 172	532 182	330 319	262 158	LT LT			LT	LT														
		1 THU. 12.00M 30																																				
		2 MON. 12.00M 30																																				
		2 TUE. 12.00M 32																																				
		2 THU. 12.00M 31																																				
FRIDAY NIGHT VIDEOS													13	190	191																							
		FRI. 12.30A 90 NBC PC						A	2.7	12	229	1127	349^ 162^	367^ 188^	297^ 218^	162^ 57v	503^ 307^	428^ 279^	179^ 57v	126v 35v			131v	113v														
		12.30 - 1.00						B	3.2	15	272	1190	397 152	470 270	366 253	152 82	441 294	366 227	120 60	171 64			108	97														
		1.00 - 1.30						A	3.7	14	314	1239	386^ 175^	405 184^	318^ 215^	185^ 67v	547 331^	464 296^	188^ 67v	188^ 48v			99v	99v														
		1.30 - 2.00						A	2.6	12	221	1140	362^ 145v	389^ 258^	330^ 244^	122v 50v	494^ 308^	416^ 240^	177^ 59v	81v LT			176^	132v														
								A	1.9	11	161	807	242^ 156v	273^ 105v	217^ 186v	168v 56v	373^ 223^	329^ 267^	150v LT	56v LT			105v	105v														
G MICHAELS SPORTS MACHINE													16	78	73																							
		1 SUN. 11.30P 30 NBC SC						A	1.3	4	110	1018^	183v 183v	246v 64v	128v 64v	182v 118v	772^ 399^	718^ 718^	319^ 54v	LT LT			LT	LT														
		2 SUN. 12.00M 30						B	1.5	5	127	893	386 213	416 97	252 297	285 99	459 199	332 332	198 107	LT LT			LT	LT														

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PROGRAM NAME										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (3,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
•WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)						201		A	6.9	19	586	1662	484	104v	622	287^	467	281^	283^	147^	274^	144^	164^	111^	70v	110^	233^	195^	533	307^			
2 WED. 4.00P 60 ABC FV						98		A	6.7	19	569	1580	474	93v	598	284^	440	274^	265^	140^	227^	106v	106v	65v	57v	121^	210^	181^	545	333^			
4.00 - 4.30								A	7.0	18	594	1749	500	116^	649	292^	497	294^	304^	152^	322^	184^	222^	155^	82v	100v	252^	207^	526	285			
4.30 - 5.00																																	
ABC DAYTIME NEWSBRIEF-M-F						70	204	207	A	8.7	25	739	1415	770	294	906	447	622	475	343	225	300	141	195	164	98	92	85	61^	124	53^		
M-F 2.58P 1 ABC N						99	99		B	7.8	27	662	1291	791	237	892	435	630	484	354	220	228	103	137	102	66	85	68	55	103	32		
ABC WORLD NEWS-MORN-615A						70	109	110	A	1.5	19	127	984	425^	244^	425^	173^	244^	244^	158^	157^	488	79v	268^	283^	283^	181^	LT	LT	55v	55v		
M-F 6.15A 15 ABC N						77	78		B	1.5	17	127	1147	549	259	588	194	401	364	282	155	438	110	272	273	257	143	56	LT	65	58		
ABC WORLD NEWS-MORN-645A						70	172	172	A	2.1	18	178	1376	572	213^	617	264^	432	449	291^	123^	580	119^	383	370	404	175^	45v	45v	134^	67v		
M-F 6.45A 15 ABC N						93	93		B	2.5	19	212	1282	607	252	664	211	452	439	355	159	437	115	252	257	253	153	74	43	107	76		
ALL MY CHILDREN						65	206	209	A	9.4	26	798	1494	878	294	1000	530	728	536	349	207	278	173	196	148	48^	78	115	96	101	46^		
M-F 1.00P 60 ABC DD						99	99		B	8.0	26	679	1395	875	268	992	518	710	526	346	229	248	128	167	120	67	76	52	42	103	25		
1.00 - 1.30								A	8.8	24	747	1490	870	294	991	537	723	531	331	202	278	180	199	150	45^	76^	117	97	104	49^			
1.30 - 2.00								A	10.0	28	849	1483	879	290	1001	522	727	540	361	207	273	166	188	141	46^	80	112	92	97	41^			
ANOTHER WORLD						68	201	202	A	6.1	19	518	1477	825	142	996	308	457	364	419	485	277	96^	121	121	127	124	86^	74^	118^	60^		
1 MWTHF 2.00P 60 NBC DD						99	99		B	5.5	19	467	1365	879	169	968	313	491	411	417	438	243	94	109	83	90	115	48	40	106	36		
2 M-F 2.00P 60																																	
2.00 - 2.30								A	6.3	19	535	1486	810	147	986	317	464	356	398	472	284	104^	131	124	125	122	81^	70^	135	68^			
2.30 - 3.00								A	6.0	19	509	1430	817	133	984	293	441	368	431	486	259	84^	103^	113^	123	122	89^	76^	98^	51^			
AS THE WORLD TURNS						72	202	204	A	7.2	21	611	1167	756	138	859	231	376	354	358	416	250	49^	94^	93^	105	138	28^	10v	30^	LT		
1 MWTHF 1.30P 60 CBS DD						98	99		B	7.2	24	611	1170	800	105	880	229	378	339	350	450	216	48	83	74	96	120	24	10	50	10		
2 M-F 1.30P 60																																	
1.30 - 2.00								A	7.0	20	594	1170	747	138	851	227	373	345	345	417	262	53^	97^	99^	106	145	25v	9v	32^	LT			
2.00 - 2.30								A	7.4	22	628	1153	755	134	859	228	373	360	369	415	236	43^	87^	85^	101	131	32^	13v	26^	LT			
BODY LANGUAGE						71	97	99	A	2.8	8	238	1202	690	180^	799	214^	332	278	290	404	269	20v	96^	114^	135^	143^	59v	LT	75^	25v		
1 W-F 4.00P 30 CBS PV						53	54		B	2.7	8	229	1283	745	193	838	233	367	324	331	416	308	67	139	139	155	151	49	22	88	43		
2 M-F 4.00P 30																																	
CAPITOL						72	195	197	A	5.8	18	492	1222	723	150	863	233	401	366	404	399	248	44^	90^	83^	108^	143	50^	14v	61^	35		
1 MWTHF 2.30P 30 CBS DD						94	95		B	5.9	21	501	1166	757	113	849	232	377	335	360	418	209	49	84	76	100	115	43	18	65	17		
2 M-F 2.30P 30																																	
CBS EARLY MORNING NEWS						75	142	139	A	1.4	16	119	1059	505^	194^	505^	168^	253^	184^	235^	220^	513^	41v	227^	261^	261^	252^	LT	LT	LT	LT		
M-F 6.30A 30 CBS N						90	89		B	1.6	17	136	1129	460	203	474	87	246	273	307	172	603	178	290	320	268	255	LT	LT	LT	LT		
CBS MORNING NEWS 1						75	200	201	A	3.0	16	255	1114	628	152^	652	126^	376	357	372	244	408	47v	181^	172^	235^	204^	LT	LT	43v	32v		
M-F 7.30A 30 CBS N						98	99		B	3.2	16	272	1136	590	157	614	123	319	321	310	257	453	69	181	172	208	259	18	LT	51	24		
CBS MORNING NEWS 2						75	200	201	A	3.9	17	331	1139	586	126^	632	85^	253	269	356	327	441	79^	185^	193	208	220	LT	LT	61^	34v		
M-F 8.30A 30 CBS N						99	99		B	3.6	16	306	1064	597	112	635	109	267	269	311	321	359	66	139	134	153	199	LT	LT	53	20		
CBS SCHOOLBREAK SPECIALS(S)						172			A	5.8	14	492	1598	644	232^	791	150^	433^	430^	470^	267^	172^	79v	79v	20v	24v	93v	303^	106v	332^	302^		
2 TUE. 4.30P 60 CBS CL						87																											
4.30 - 5.00								A	5.3	14	450	1649	691	247^	856	180^	493^	481^	508^	269^	173^	83v	83v	20v	24v	90v	335^	106v	285^	265^			
5.00 - 5.30								A	6.3	15	535	1536	600	215^	729	124^	379^	382^	435^	261^	169^	74v	74v	19v	24v	95v	270^	102v	368^	330^			
COTTON BOWL GAME(S)						206			A	19.6	36	1664	1742	533	215	564	177	338	315	286	202	938	293	549	539	467	324	112^	46^	128^	90^		
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														WOMEN					MEN																				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
WEEKDAY DAYTIME CONT'D																																							
COTTON BOWL GAME(S-CONT'D																																							
1 TUE. 1.30P 230 CBS SE 99																																							
1.30 - 2.00																		A 18.3	33	1554	1875	603	206	682	245	423	398	319	232	891	314	546	551	416	281	128	44	174	105
2.00 - 2.30																		A 21.1	38	1791	1743	497	181	530	186	331	310	257	173	954	309	554	551	455	328	103	39	156	102
2.30 - 3.00																		A 21.2	39	1800	1674	481	163	506	149	297	276	268	183	928	283	529	529	471	325	100	37	140	102
3.00 - 3.30																		A 19.6	36	1664	1679	488	206	510	149	310	279	270	181	927	287	541	533	477	321	108	48	134	100
3.30 - 4.00																		A 17.9	33	1520	1645	470	221	490	150	298	258	260	178	937	289	539	532	469	330	93	45	125	98
4.00 - 4.30																		A 19.4	35	1647	1741	536	246	550	141	308	290	287	216	987	292	574	554	496	350	114	51	90	64
4.30 - 5.00																		A 21.2	38	1800	1746	602	257	616	179	354	339	320	239	934	281	543	524	465	333	109	48	87	62
5.00 - 5.30																		A 17.8	32	1511	1842	631	274	685	242	405	396	329	239	907	277	558	510	477	314	133	50	117	84
COTTON BOWL PARADE(S)																		A 13.1	32	1112	1858	683	231	782	204	397	391	342	364	618	143	345	304	288	273	105	53	353	193
1 TUE. 10.00A 90 CBS AC 99																		A 10.5	30	891	1565	627	188	712	158	305	314	309	379	555	98	274	274	268	281	87	52	211	79
10.00 - 10.30																		A 14.6	35	1240	1759	661	236	752	165	344	350	327	388	607	125	322	290	281	285	70	22	330	172
10.30 - 11.00																		A 14.1	31	1197	2189	750	260	869	282	523	492	381	329	679	195	423	346	311	256	158	64	483	297
11.00 - 11.30																		A 7.9	23	671	1474	783	219	924	318	494	440	404	383	304	103	133	120	130	143	120	98	126	64
DAYS OF OUR LIVES																		B 6.9	23	586	1358	813	192	917	325	494	420	403	375	295	110	144	110	115	133	64	52	82	32
1 MWTHF 1.00P 60 NBC DD 99 99																		A 7.6	22	645	1519	802	228	940	310	493	448	423	395	328	109	138	118	145	163	127	104	124	69
2 M-F 1.00P 60																		A 8.2	24	696	1434	763	210	909	324	490	432	387	374	278	95	126	124	117	121	118	94	129	58
1.00 - 1.30																		A 4.5	18	382	1563	639	94	639	325	325	236	178	244	332	75	172	164	147	136	374	262	218	178
1.30 - 2.00																																							
FACTS OF LIFE M-F																																							
63 144																																							

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN										TEENS (12-17)					CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																	
GUIDING LIGHT-CONT'D																																	
1	W-F	3.00P	60	CBS	DD	99	99	B	7.4	24	628	1248	760	140	858	209	394	350	390	418	201	45	87	78	98	104	113	60	76	31			
2	M-F	3.00P	60					A	7.3	22	620	1235	759	172	874	205	432	395	442	391	228	51^	86^	79^	101	123	54^	35^	79^	44^			
		3.00 - 3.30						A	7.8	22	662	1245	733	167	839	191	415	372	427	377	228	52^	92^	82^	104	117	89^	60^	89^	53^			
		3.30 - 4.00																															
LOVING																																	
	M-F	12.30P	30	ABC	DD	96	94	B	4.9	15	416	1368	764	278	868	435	604	445	323	207	303	137^	169	104^	60^	134^	72^	55^	125^	79^			
								B	4.1	15	348	1370	793	246	918	461	643	448	334	230	258	106	131	80	66	126	57	40	137	50			
NBC NEWS AT SUNRISE																																	
	M-F	6.30A	30	NBC	N	94	94	B	1.7	16	144	1063	584	222^	612	160^	278^	368^	312^	244^	423^	96^	250^	263^	189^	160^	LT	LT	LT	LT			
								B	1.9	16	161	1263	704	265	719	102	403	447	479	249	502	157	335	295	243	155	LT	LT	36	LT			
NBC NEWS DIGEST-DAYTIME																																	
	MW	2.57P	1	NBC	N	98	98	B	5.4	17	458	1474	828	124^	1005	307	461	368	423	488	272	94^	113^	112^	122^	134	91^	80^	106^	63^			
								B	4.5	15	382	1372	876	153	966	328	512	436	413	416	221	75	89	69	89	114	57	47	128	48			
NEWSBREAK-11.57																																	
1	MWTHF	11.57A	2	CBS	N	92	91	A	8.0	28	679	1300	625	189	758	212	363	345	338	344	367	85^	172	161	151	176	69^	13^	106	52^			
2	M-F	11.57A	2					B	7.2	29	611	1189	633	138	733	193	316	282	303	375	331	79	137	116	116	183	27	11	98	33			
NEWSBREAK-3.57																																	
1	W-F	3.57P	2	CBS	N	94	93	A	6.2	18	526	1211	713	164	825	190	388	347	410	381	234	57^	95^	88^	101^	118	76^	45^	76^	49^			
2	M-F	3.57P	2					B	6.1	19	518	1215	742	144	838	210	371	325	364	417	201	40	83	80	104	106	94	47	82	40			
ONE LIFE TO LIVE																																	
	M-F	2.00P	60	ABC	DD	99	99	A	8.5	24	722	1438	829	334	958	478	663	517	362	224	299	141	196	168	98	89	75^	52^	106	44^			
								B	7.3	25	620	1315	829	261	935	465	668	524	367	218	226	104	135	102	61	84	60	48	94	27			

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN 18-25			35-64	55+	TOTAL	18-34	MEN 18-25			35-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																													
ROSE BOWL GAME(S)-CONT'D																													
		6.30 - 7.00							A 20.9	33	1774	1896	612 297	669 225	445 430	332 182	1022	345	611 647	509 320		63^ 33^	142	98^					
		7.00 - 7.30							A 20.2	31	1715	1958	574 253	615 208	413 409	317 165	1097	417	656 703	490 331		102^ 67^	144^	95^					
		7.30 - 8.00							A 22.4	33	1902	2058	616 265	665 247	442 445	319 171	1130	459	708 732	475 328		124^ 83^	139	94^					
		8.00 - 8.30							A 23.1	33	1961	2048	609 261	672 224	404 399	325 211	1108	411	661 713	508 340		144 78^	124^	77^					
		8.30 - 9.00							A 18.2	25	1545	1983	637 260	654 188	389 394	322 220	1079	404	632 688	484 336		126^ 62^	124^	87^					
RYAN'S HOPE																													
		M-F	12.00N	30	ABC DD	65	173 173		A 3.8	12	323	1353	746 278	882 464	640 468	310 207	254	100^	131^113^	89^115^		40^ 34^	177^	69^					
						93	93		B 3.2	12	272	1419	814 212	971 498	686 473	341 251	237	92	122 89	81 111		54 37	157	46					
SALE OF THE CENTURY																													
		1 MWTHF	10.30A	30	NBC QG	68	154 156		A 5.1	20	433	1316	669 108^	780 259	358 286	258 385	319	102^	158 134^	106^148		115^ 60^	102^	75^					
		2 M-F	10.30A	30					B 4.4	19	374	1258	689 115	768 226	351 276	281 382	311	105	151 135	99 142		55 31	124	50					
SALE OF THE CENTURY-TU(8)																													
		1 TUE.	10.30A	30	NBC QG	113			A 4.3	11	365	2219	1285 296^	1285 633^	868 515^	468^319^	444^100^	209^269^	204^175^		60^ LT	430^	301^						
SANTA BARBARA																													
		1 MWTHF	3.00P	60	NBC DD	68	187 187		A 3.7	11	314	1366	654 168^	857 338	436 341	356 350	264	127^	140^114^	84^111^		117^ 82^	128^	83^					
		2 M-F	3.00P	60					B 3.1	10	263	1422	747 159	875 370	509 407	358 309	242	90	120 101	102 101		98 70	207	120					
		3.00 - 3.30							A 3.6	11	306	1369	674 160^	874 341	443 344	366 363	261	127^	136^111^	75^111^		103^ 74^	131^	86^					
		3.30 - 4.00							A 3.7	11	314	1376	656 175^	857 341	436 348	356 344	267	131^	143^117^	89^111^		127^ 86^	125^	83^					
SCRABBLE																													
						68	200 198		A 6.4	23	543	1355	748 161	827 247	350 306	299 403	305	88^	127 114	109^165		88^ 60^	135	63^					
1 MWTHF 11.30A 30 NBC QG 97 95																													
2 M-F 11.30A 30																													
SEARCH FOR TOMORROW																													
		1 MWTHF	12.30P	30	NBC DD	69	155 153		A 3.9	12	331	1356	805 190	874 177^	305 350	438 485	300	91^	94^ 74^	81^177^		77^ 55^	105^	70^					
		2 M-F	12.30P	30					B 3.2	12	272	1285	750 124	818 182	279 277	394 481	307	80	88 86	123 192		65 45	95	29					
SUPER PASSWORD																													
		1 MWTHF	12.00N	30	NBC QG	68	142 140		A 4.2	14	357	1373	754 210	841 202	345 334	387 437	246	76^	98^ 50^	62^143^		134^103^	152^	87^					
		2 M-F	12.00N	30					B 3.0	11	255	1240	736 155	808 148	289 288	348 469	280	76	112 80	108 161		48 36	104	42					
TIME MACHINE																													
		2 M-F	10.00A	30	NBC QG	5	140		A 3.1	13	263	1342	699 126^	787 266^	494 422^	342^259^	376^152^	187^153^	141^170^		95^ 42^	84^ LT							
						85			B 3.1	13	263	1342	699 126	787 266	494 422	342 259	376 152	187 153	141 170		95 42	84 LT							
TODAY SHOW-7.30AM																													
		M-F	7.30A	30	NBC N	70	202 202		A 4.2	22	357	1283	678 248	703 137^	344 390	384 308	438	85^	175 168^	216 249		72^ 20^	70^	44^					
						99	99		B 4.3	21	365	1347	698 266	722 151	335 383	361 319	469	90	211 202	230 237		41 18	115	83					
TODAY SHOW-8.30AM																													
		M-F	8.30A	30	NBC N	70	202 202		A 4.7	21	399	1313	734 105^	742 193	260 251	268 419	454	88^	164 167	190 263		79^ 45^	38^	15^					
						99	99		B 4.7	21	399	1278	705 160	731 155	279 309	319 383	438	85	170 168	189 238		25 LT	82	31					
TOURNAMENT-ROSES PARADE(S)																													
		1 TUE.	11.30A	120	CBS AC	205			A 16.2	31	1375	1849	677 247	801 239	424 425	375 335	633	200	341 335	279 244		118^ 54^	297	123^					
			11.30 - 12.00						A 15.1	32	1282	1959	717 249	827 215	445 451	416 347	653	212	372 333	280 241		141^ 75^	338	166^					
			12.00 - 12.30						A 16.5	32	1401	1809	657 224	767 210	396 389	371 329	604	194	324 322	253 227		116^ 60^	322	123^					
			12.30 - 1.00						A 16.7	31	1418	1775	663 261	791 250	403 419	351 333	613	208	329 326	265 235		109^ 47^	262	99^					
			1.00 - 1.30						A 16.5	30	1401	1855	667 250	814 274	450 445	369 327	657	184	338 357	322 267		114^ 38^	270	109^					
TOURNAMENT-ROSES PARADE-W(S)																													
		1 TUE.	11.00A	150	NBC AC	205			A 13.9	28	1180	2040	945 282	965 277	471 367	396 415	681	131^	271 308	318 336		184^111^	210^	157^					
			11.00 - 11.30						A 11.1	27	942	2020	869 238^	887 216^	376 370	392 404	616	121^	252^259^	268 305		231^164^	286	197^					
			11.30 - 12.00						A 13.4	28	1138	1961	893 222	910 253	416 345	363 414	641	104^	259 285	312 319		173^120^	237	152^					
CONT'D																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																															
BOB HOPE GOLF-SAT(S)						166		A	5.0	10	425	1151	400^	56v	463^	75v	113v	90v	146v	322^	654	169^	235^	189^	245^	400^	20v	LT	14v	14v	
2 SAT. 4.52P 98 NBC SE						88		A	4.9	11	416	1130	347^	34v	368^	22v	99v	101v	149v	245^	709	124v	241^	287^	356^	394^	53v	LT	LT	LT	
4.30 - 5.00								A	4.8	11	408	1056	358^	30v	404^	47v	93v	63v	105v	294^	652	161^	245^	195^	224^	407^	LT	LT	LT	LT	
5.00 - 5.30								A	4.8	10	408	1086	369^	25v	420^	52v	91v	68v	109v	300^	666	203^	249^	177^	183^	417^	LT	LT	LT	LT	
5.30 - 6.00								A	5.2	10	441	1349	506^	123v	605	138v	164^	137v	229^	403^	655	161^	220^	176^	303^	394^	48v	LT	41v	41v	
6.00 - 6.30																															
BOB HOPE GOLF-SUN(S)						188		A	8.3	16	705	1631	503	232^	527	126^	202^	183^	192^	300^	881	162^	485	512	533	357	39v	15v	184^	166^	
2 SUN. 4.30P 142 NBC SE						94		A	7.1	15	603	1401	485	269^	516	65v	211^	221^	248^	276^	885	149^	481	448	521	372^	LT	LT	LT	LT	
4.30 - 5.00								A	7.6	16	645	1653	424	195^	444	108^	143^	136^	93v	278^	927	167^	574	574	565	353^	26v	LT	256^	256^	
5.00 - 5.30								A	8.4	17	713	1698	474	265^	503	182^	214^	174^	141^	266^	905	172^	518	545	557	360	34v	LT	256^	256^	
5.30 - 6.00								A	9.1	17	773	1722	564	214^	586	137^	242^	204^	242^	325	837	143^	422	483	522	354	65v	31v	234^	198^	
6.00 - 6.30								A	10.0	17	849	1604	547	209^	563	118^	193^	178^	235^	341	837	180^	422	499	487	338	71v	45v	133^	85^	
6.30 - 7.00																															
BUGS BUNNY/ROAD RUNNER 1						2	198	176	A	6.2	20	526	1420	277	87^	365	188^	245	173^	94^	106^	382	261	310	299	74^	72^	87^	LT	586	266
SAT. 10.00A 30 CBS CA						98	84	B	6.2	20	526	1420	277	87	365	188	245	173	94	106	382	261	310	299	74	72	87	LT	586	266	
BUGS BUNNY/ROAD RUNNER 2						2	200	177	A	6.8	21	577	1529	232	96^	315	158^	213^	150^	101^	82^	390	208^	295	267	144^	89^	158^	17v	666	391
SAT. 10.30A 30 CBS CA						99	84	B	6.8	21	577	1529	232	96	315	158	213	150	101	82	390	208	295	267	144	89	158	17	666	391	
BUGS BUNNY/ROAD RUNNER 3						2	195	169	A	6.7	21	569	1687	367	153^	513	299	409	270	157^	96^	410	221^	320	287	173^	68^	129^	22v	635	315
SAT. 11.00A 30 CBS CA						96	81	B	6.7	21	569	1687	367	153	513	299	409	270	157	96	410	221	320	287	173	68	129	22	635	315	
CBS NCAA BASKETBALL-GM 2						1	191	A	4.8	13	408	1441	362^	136v	365^	85v	224^	171^	238^	137v	805	252^	504^	500^	458^	220^	172^	29v	99v	99v	
2 SAT. 2.04P 122 CBS SE						96		B	4.8	13	408	1441	362^	136v	365^	85v	224	171	238	137	805	252	504	500	458	220	172	29	99	99	
2.00 - 2.30								A	5.3	14	450	1284	295^	125v	295^	64v	171^	129v	218^	124v	764	295^	494^	514^	384^	180^	141v	11v	84v	84v	
2.30 - 3.00								A	5.2	14	441	1293	368^	118v	368^	81v	221^	152^	250^	147^	852	281^	542^	541^	470^	215^	54v	LT	19v	19v	
3.00 - 3.30								A	4.4	11	374	1580	392^	136v	392^	114v	248^	177^	216^	144v	761	197^	469^	430^	457^	243^	258^	43v	169v	169v	
3.30 - 4.00								A	4.3	11	365	1649	402^	162v	402^	87v	260^	224^	261^	125v	821	231^	505^	495^	495^	232^	263^	60v	163v	163v	
4.00 - 4.30								A	4.9	12	416	1313	330^	140v	330^	33v	195^	218^	272^	112v	782	214^	462^	484^	503^	257^	201^	41v	LT	LT	
CBS NCAA BASKETBALL-SAT						7	189	191	A	4.5	12	382	1165	306^	97^	306^	47v	178^	188^	186^	113^	591	212^	387	390	335	128^	147^	47v	121^	113^
1 SAT. 1.00P 122 CBS SE						95	94	B	4.3	12	365	1402	359	145	411	124	233	208	202	151	708	314	472	411	294	182	121	24	162	95	
2 SAT. 12.00N 124								A	3.4	10	289	1301	346^	201v	346^	124v	215v	273^	162v	73v	599^	180v	342^	415^	398^	67v	59v	59v	297^	270^	
12.00 - 12.30								A	3.8	11	323	1115	251^	134v	251^	115v	180v	204^	89v	47v	582^	208^	363^	409^	355^	96v	37v	37v	245^	205^	
12.30 - 1.00								A	4.5	13	382	1215	340	97^	340	45v	186^	195^	211^	136^	607	197^	387	385	335	154^	126^	60v	142^	133^	
1.00 - 1.30								A	4.7	13	399	1306	356	121^	356	48v	221^	218^	246^	125^	652	251^	437	424	328	148^	160^	62v	138^	138^	
1.30 - 2.00								A	4.9	13	416	1067	298^	22v	298^	LT	210^	210^	229^	88v	481^	207^	349^	346^	274^	91v	288^	62v	LT	LT	
2.00 - 2.30								A	5.7	15	484	878	176^	17v	176^	LT	51v	51v	74v	125v	546	197^	371^	337^	349^	136^	156^	LT	LT	LT	
2.30 - 3.00																															
CBS NCAA BASKETBALL-SUN						1	204	A	8.8	20	747	1569	430	256^	462	187^	289^	286^	180^	154^	808	325^	544	547	370	231^	138^	41v	161^	127^	
2 SUN. 2.30P 130 CBS SE						98		B	8.8	20	747	1569	430	256	462	187	289	286	180	154	808	325	544	547	370	231	138	41	161	127	
2.30 - 3.00								A	8.1	19	688	1581	440	311^	508	306^	367	348^	121^	125^	793	317^	569	583	381	210^	70v	LT	210^	164^	
3.00 - 3.30								A	8.7	20	739	1704	427	292^	443	176^	287^	284^	174^	138^	973	437	719	714	422	225^	157^	58v	131^	78v	
3.30 - 4.00								A	8.3	18	705	1583	429	242^	446	175^	285^	281^	171^	146^	863	367	573	561	352^	258^	145^	50v	129^	109^	
4.00 - 4.30								A	9.3	20	790	1451	418	214^	452	144^	253^	254^	213^	180^	670	230^	390	399	333	238^	164^	48v	165^	139^	
4.30 - 5.00								A	11.1	24	942	1484	438	167^	463	74^	223^	248^	269	208^	684	224^	411	408	377	218^	156^	54v	181^	157^	
CBS NFC CHAMPIONSHIP PRE(S)						199		A	5.9	11	501	1557	485^	212^	531	195^	295^	326^	238^	158^	842	335^	539	497	482^	247^	80v	11v	104v	104v	
1 SUN. 3.30P 30 CBS SC						99																									
CBS NFC CHAMPIONSHIP GAME(S)						210		A	31.1	52	2640	1526	452	175	464	132	274	269	251	159	910	351	571	558	434	272	93^	36^	59^	44^	
1 SUN. 4.00P 188 CBS SE						99																									
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
WEEKEND DAYTIME CONT'D																																					
CBS NFC CHAMPIONSH-CONT'D																																					
4.00 - 4.30														A	23.3	42	1978	1489	407	185	433	134	269	271	231	135	896	359	551	524	402	281	96^	32^	64^	47^	
4.30 - 5.00														A	31.4	55	2666	1488	412	156	430	125	259	264	229	141	906	331	553	540	436	289	108	48^	44^	35^	
5.00 - 5.30														A	33.1	58	2810	1501	426	149	432	122	258	258	237	148	899	329	553	542	431	283	110	50^	60^	51^	
5.30 - 6.00														A	31.7	54	2691	1460	426	135	426	120	252	248	229	149	874	342	560	548	421	247	85^	40^	75^	59^	
6.00 - 6.30														A	33.8	54	2870	1533	474	192	485	134	287	270	265	167	926	367	594	587	447	263	70^	20^	52^	38^	
6.30 - 7.00														A	33.0	52	2802	1617	502	220	520	157	310	284	273	176	952	383	616	606	456	267	84^	25^	61^	35^	
7.00 - 7.30														A	32.5	51	2759	1685	643	246	659	174	334	342	338	270	875	329	526	524	404	275	96	14^	55^	30^	
CBS NFC CHAMPIONSHIP POST(S)														205																							
1 SUN. 7.08P 17 CBS SC														99	A	24.9	40	2114	1678	671	251	687	158	334	352	369	294	868	294	504	520	431	282	80^	17^	43^	28^
CBS SPORTS SATURDAY														3																							
2 SAT. 4.05P 115 CBS SE														88	A	5.6	12	475	1267	411^	238^	411^	112^	255^	273^	259^	138^	701	193^	410^	427^	417^	240^	155^	56^	LT	LT
4.00 - 4.30														B	4.8	13	408	1230	424	180	441	92	244	251	273	166	670	196	351	385	333	246	99	34	20	14	
4.30 - 5.00														A	4.0	9	340	1256	333^	127^	333^	62^	171^	191^	247^	142^	747	238^	479^	486^	427^	223^	176^	73^	LT	LT	
5.00 - 5.30														A	5.3	12	450	1293	418^	243^	418^	131^	266^	266^	267^	152^	711	220^	427^	444^	406^	227^	164^	82^	LT	LT	
5.30 - 6.00														A	6.7	15	569	1286	419^	277^	419^	116^	284^	300^	261^	119^	736	172^	415^	452	472	257^	131^	44^	LT	LT	
														A	6.1	13	518	1232	435^	254^	435^	118^	259^	286^	249^	149^	641	176^	359^	357^	362^	247^	156^	36^	LT	LT	
CBS SPORTS SAT. SPEC. ED.(S)														183																							
1 SAT. 3.04P 182 CBS SE														94	A	5.1	12	433	1208	391^	86^	425^	80^	143^	119^	185^	272^	660	101^	295^	300^	374^	335^	72^	LT	51^	35^
3.00 - 3.30														A	5.4	15	458	1227	474^	112^	474^	111^	188^	188^	182^	286^	603	151^	341^	292^	297^	262^	150^	LT	LT	LT	
3.30 - 4.00														A	6.2	16	526	1203	371^	103^	371^	74^	145^	145^	147^	226^	709	83^	250^	276^	357^	403^	89^	LT	34^	LT	
4.00 - 4.30														A	5.4	13	458	1146	380^	26^	380^	LT	93^	93^	225^	287^	603	72^	260^	302^	381^	301^	34^	LT	129^	100^	
4.30 - 5.00														A	4.0	10	340	1076	374^	50^	406^	33^	77^	61^	234^	312^	638^	79^	274^	308^	433^	330^	32^	LT	LT	LT	
5.00 - 5.30														A	4.2	10	357	1216	317^	54^	390^	93^	121^	71^	187^	247^	692^	99^	318^	305^	406^	350^	77^	LT	57^	57^	
5.30 - 6.00														A	5.4	12	458	1288	387^	155^	485^	150^	186^	114^	143^	273^	704	125^	326^	305^	376^	368^	51^	LT	48^	33^	
6.00 - 6.30														A	5.6	11	475	1421	553	97^	648	177^	295^	201^	254^	353^	636	135^	378^	331^	392^	231^	42^	LT	95^	78^	
CBS SPORTS SUNDAY														1																							
2 SUN. 4.40P 80 CBS SA														93	A	8.7	18	739	1272	408	170^	461	124^	238^	252^	209^	189^	543	108^	307^	349	337	187^	148^	30^	120^	99^
4.30 - 5.00														B	8.7	18	739	1272	408	170	461	124	238	252	209	189	543	108	307	349	337	187	148	30	120	99	
5.00 - 5.30														A	8.2	17	696	1386	409	142^	443	101^	232^	248^	234^	183^	602	155^	331^	370	375	202^	165^	48^	176^	155^	
5.30 - 6.00														A	9.2	19	781	1270	395	188^	455	129^	242^	257^	202^	180^	565	109^	339	386	355	179^	164^	26^	86^	66^	
														A	8.6	17	730	1189	418	165^	474	130^	234^	244^	198^	202^	478	76^	257^	296^	293^	182^	115^	20^	122^	98^	
CHALLENGE OF CHAMPIONS(S)														159																							
1 SAT. 2.00P 120 NBC SE														92	A	3.2	9	272	1324	400^	198^	466^	92^	139^	147^	180^	275^	608^	265^	373^	298^	159^	235^	151^	48^	99^	LT
2.00 - 2.30														A	3.4	10	289	1543	439^	194^	505^	142^	193^	187^	173^	270^	548^	250^	250^	149^	25^	298^	279^	173^	211^	LT	
2.30 - 3.00														A	3.0	9	255	1078	396^	106^	451^	54^	94^	79^	173^	318^	458^	172^	172^	172^	51^	286^	67^	LT	102^	LT	
3.00 - 3.30														A	3.3	9	280	1157	398^	233^	458^	103^	157^	172^	168^	265^	568^	217^	374^	374^	222^	194^	96^	LT	35^	LT	
3.30 - 4.00														A	2.9	8	246	1553	370^	240^	463^	49^	94^	138^	219^	276^	906^	438^	727^	533^	367^	179^	143^	LT	41^	LT	
DRAGON'S LAIR														15																							
SAT. 10.00A 30 ABC CA														98	A	4.4	14	374	1981	400	80^	414	242^	360	321^	172^	42^	218^	107^	192^	192^	111^	26^	145^	66^	1204	709
														B	4.9	17	416	1696	238	73	274	137	193	155	92	74	254	141	205	151	86	40	254	101	914	513	
DUNGEONS AND DRAGONS														10																							
SAT. 9.30A 30 CBS CA														98	A	5.9	21	501	1529	245^	54^	245^	77^	141^	149^	146^	80^	268	185^	207^	205^	52^	46^	272	92^	744	370
														B	5.8	21	492	1741	243	116	291	169	216	150	80	68	239	136	195	172	83	37	338	133	873	457	
FACE THE NATION														14																							
SUN. 10.30A 30 CBS CC														86	A	3.1	10	263	1289	545	172^	571	160^	255^	240^	171^	316^	499	132^	239^	228^	236^	248^	64^	34^	155^	130^
														B	3.1	10	263	1247	543	203	567	135	211	208	211	321	577	195	314	318	259	236	27	LT	76	49	
GET ALONG GANG														16																							
SAT. 8.30A 30 CBS CA														98	A	4.2	20	357	1174	155^	20^	155^	73^	73^	61^	20^	62^	73^	LT	25^	45^	73^	28^	114^	78^	832	482
														B	4.1	20	348	1579	249	68	278	150	181	128	76	90	205	65	123	118	99	74	144	86	952	554	
GRAND PRIX MASTER TNN-SA(S)														163																							
CONT'D														A	2.9	8	246	1106	424^	73^	440^	134^	171^	211^	155^	213^	455^	154^	195^	184^	232^	202^	60^	LT	151^	89^	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																															
GRAND PRIX MASTER -CONT'D																															
2	SAT.	12.30P	120	NBC	SE		86			A	3.5	10	297	1195	428^ 44v	478^165v	219^235^	184^192v	371^198v	280^202v	139v 91v	47v LT	299^ 172v								
		12.30 - 1.00								A	2.7	7	229	934^	401^ 70v	401^105v	161v213v	136v188v	418^139v	191v191v	245v183v	49v LT	299^ 172v								
		1.00 - 1.30								A	2.8	7	238	962^	382^ 76v	382^147v	147v177v	72v205v	421^117v	117v131v	228v244v	84v LT	299^ 172v								
		1.30 - 2.00								A	2.6	6	221	1285	475^100v	475^108v	141v207v	214v268v	619^140v	158v194v	343^326^	73v LT	299^ 172v								
		2.00 - 2.30																													
GRAND PRIX MASTER TNN-SU(S)																															
2	SUN.	12.30P	150	NBC	SE		179	92		A	4.5	11	382	1597	589^168^	642^270^	367^368^	241^216^	659 309^	479^415^	278^164^	12v LT	284^ 276^								
		12.30 - 1.00								A	3.6	10	306	1448	663^160v	735^360^	360^380^	208^271^	409^127v	181v122v	171v228^	LT LT	304^ 251^								
		1.00 - 1.30								A	4.6	12	391	1343	506^ 92v	565^248^	338^336^	189^168^	565^177^	369^294^	286^196^	LT LT	213^ 213^								
		1.30 - 2.00								A	4.5	11	382	1356	520^217^	567^162v	327^327^	295^180^	562^216^	399^349^	279^163v	LT LT	227^ 227^								
		2.00 - 2.30								A	5.1	12	433	1834	618 177^	657 292^	402^418^	246^200^	766 416^	612 543^	304^119v	17v LT	394^ 394^								
		2.30 - 3.00								A	4.5	11	382	2016	681 191^	726 304^	415^403^	281^277^	965 576^	784 718	333^145v	51v 51v	274^ 274^								
INCREDIBLE HULK																															
1	SAT.	12.30P	30	NBC	CA		126	69		A	4.9	14	416	1433	199^ 80v	199^174^	199^110v	25v LT	414^166^	262^134v	96v152v	293^122v	527^ 283^								
		12.30 - 1.00								B	4.5	14	382	1436	305 128	331 249	288 192	68 43	333 188	250 128	62 83	159 67	613 381								
IN THE NEWS-																															
	SAT.	8.26AM				16	190	192		A	3.0	19	255	1137	205^ 48v	205^106v	106v 91v	48v 51v	71v LT	39v 39v	71v 32v	58v 23v	803 576								
		8.26A	3	CBS	CN	95	95			B	3.1	18	263	1427	233 65	254 134	157 99	60 87	209 84	121 108	87 87	98 62	866 505								
IN THE NEWS-																															
	SAT.	8.56AM				16	202	202		A	4.7	21	399	1241	168^ 20v	168^ 81v	81v 68v	20v 67v	72v LT	22v 42v	72v 30v	108^ 72v	893 466								
		8.56A	3	CBS	CN	98	98			B	4.5	21	382	1591	247 68	278 154	185 127	73 87	200 62	123 116	99 70	160 96	953 545								
IN THE NEWS-																															
	SAT.	9.56AM				10	201	199		A	5.8	20	492	1325	271 61v	271 96^	149^154^	152^ 97^	277 186^	208^201^	57v 54v	177^ 65v	600 283								
	SAT.	9.56A	3	CBS	CN	98	98			B	5.5	19	467	1614	244 120	290 164	209 140	83 71	232 132	184 160	77 40	292 109	800 409								
IN THE NEWS-11.26AM																															
	SAT.	11.26A				8	195	169		A	6.2	19	526	1574	376 203^	534 326	435 288	150^ 88^	417 226^	329 288	156^ 65^	112^ 19v	511 243								
		11.26A	3	CBS	CN	96	81			B	4.9	17	416	1425	310 173	395 194	278 207	130 84	329 198	257 201	104 65	208 87	493 306								
IN THE NEWS-11.56AM																															
	SAT.	11.56A				13	191	174		A	4.9	14	416	1404	413 274^	562 309	433 351	167^111^	460 217^	382 346	232^ 47v	114^ LT	268^ 134^								
		11.56A	3	CBS	CN	93	92			B	4.2	14	357	1614	372 162	466 230	322 218	129 136	337 171	251 211	129 76	166 72	645 403								
KIDD VIDEO																															
	SAT.	11.00A	30	NBC	CA	16	191	190		A	7.6	23	645	1657	255 71^	265 187^	202 167^	78^ 43v	199 53^	105^ 86^	96^ 84^	272 166^	921 553								
		11.00A	30	NBC	CA	96	97			B	7.0	24	594	1668	323 93	359 215	274 154	110 80	212 133	167 113	62 37	277 164	820 495								
LITTLES																															
	SAT.	11.30A	30	ABC	CA	16	197	195		A	5.8	17	492	1516	355 94^	390 234^	320 203^	156^ 70^	189^111^	170^147^	59v 19v	223^ 55v	714 415								
		11.30A	30	ABC	CA	95	95			B	5.8	19	492	1619	307 86	376 212	285 183	130 84	215 120	173 129	64 34	248 138	780 448								
MEET THE PRESS																															
1	SUN.	11.30A	30	NBC	CC	14	130	146		A	2.5	8	212	995	378^146v	444^176^	203^156^	183^160^	472^131v	217^188^	180^232^	23v 23v	56v 56v								
2	SUN.	12.00N	30				81	87		B	3.1	10	263	1304	495 149	522 110	178 154	217 314	612 146	278 293	313 274	26 LT	144 91								
	SAT.	9.00A	30	ABC	CA	16	201	201		A	4.6	19	391	1798	266^ 90^	284^131^	209^178^	130^ 63v	361 246^	273^214^	61v 88^	107^ 22v	1046 616								
		9.00A	30	ABC	CA	98	99			B	4.9	20	416	1794	199 65	244 108	160 111	84 80	221 120	163 108	58 58	239 61	1090 708								
MR. T																															
	SAT.	11.30A	30	NBC	CA	16	194	187		A	7.6	23	645	1966	471 105^	513 263	312 201	126^177^	364 116^	151^118^	132^183^	215 103^	874 373								
		11.30A	30	NBC	CA	97	97			B	6.4	22	543	1685	366 101	388 196	261 182	133 113	291 162	200 147	91 67	221 98	785 407								
MUPPET BABIES																															
	SAT.	9.00A	30	CBS	CA	16	201	201		A	6.0	24	509	1356	246^ 10v	246^ 92^	129^122^	79^105^	140^ 49v	95^109^	91^ 27v	119^ 32v	851 474								
		9.00A	30	CBS	CA	98	97			B	5.9	24	501	1748	251 101	318 187	222 152	75 84	186 86	138 124	84 35	210 107	1034 589								
NBA ON CBS																															
2	SUN.	12.00N	150	CBS	SE	1	187	94		A	6.1	16	518	1494	351^208^	405^175^	265^251^	130^133^	741 256^	537 552	402^189^	124^ LT	224^ 162^								
		12.00 - 12.30								B	6.1	16	518	1494	351 208	405 175	265 251	130 133	741 256	537 552	402 189	124 LT	224 162								
		12.30 - 1.00								A	4.2	12	357	1317	378^218^	456^155v	277^236^	169v179^	500^132v	302^328^	301^172v	74v LT	287^ 190^								
		12.30 - 1.00								A	5.4	15	458	1245	312^182^	358^105v	216^194^	177^142^	588 151^	386^417^	360^171^	103v LT	196^ 153^								
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE % % (0.000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWIN ; HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
WK		START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
#	DAY						WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
SCHOOLHOUSE SAT.		ROCK-9:55AM	16	202	202				A	4.5	16	382	2055	415	92^	446	215^	388	333	212^	58^	376	88^	294^	276^	255^	82^	93^	44^	1140	637
		SAT. 9.55A	4	ABC	CN		99	99	B	4.9	18	416	1805	243	82	287	104	191	152	118	92	233	101	184	139	97	49	219	64	1066	640
SCHOOLHOUSE SAT.		ROCK-10:25AM	16	201	201				A	4.6	14	391	1982	378	77^	396	228^	349	300^	168^	37^	230^	107^	196^	196^	123^	34^	144^	68^	1212	725
		SAT. 10.25A	4	ABC	CN		98	98	B	4.8	17	408	1667	248	77	283	142	200	158	96	75	252	137	203	152	88	40	246	104	886	496
SCHOOLHOUSE SAT.		ROCK-11:25AM	13	195	195				A	5.2	16	441	1683	329	91^	392	244^	335	195^	148^	46^	212^	105^	177^	156^	86^	35^	150^	21^	929	508
		SAT. 11.25A	4	ABC	CN		95	95	B	5.3	18	450	1595	267	71	339	207	265	163	104	68	235	129	192	139	80	35	218	114	803	437
SHIRT TALES SAT.		8.00A	30	CBS	CA		16	190	A	2.3	16	195	1108	262^	41^	262^	144^	144^	118^	41^	77^	67^	LT	36^	36^	67^	31^	56^	LT	723	518^
		SAT. 8.00A	30	CBS	CA		95	95	B	2.6	16	221	1469	256	67	275	149	172	110	67	94	219	85	126	115	91	91	100	65	875	518
SMURFS I SAT.		9.00A	30	NBC	CA		205	203	A	5.6	23	475	1566	284	152^	304	204^	238^	171^	87^	55^	191^	92^	112^	92^	83^	68^	162^	107^	909	541
		SAT. 9.00A	30	NBC	CA		99	99	B	6.1	25	518	1699	312	125	348	182	261	190	141	65	242	148	177	141	66	48	201	118	908	557
SMURFS II SAT.		9.30A	30	NBC	CA		205	203	A	7.8	28	662	1665	309	142^	319	228	274	226	91^	25^	183^	92^	132^	98^	78^	51^	219	149^	944	569
		SAT. 9.30A	30	NBC	CA		99	99	B	8.4	31	713	1717	315	130	347	189	273	200	134	55	235	141	180	142	74	41	208	133	927	549
SMURFS III SAT.		10.00A	30	NBC	CA		202	203	A	9.6	31	815	1677	330	119^	349	220	265	210	129^	53^	191	72^	129^	117^	82^	52^	163	104^	974	563
		SAT. 10.00A	30	NBC	CA		99	99	B	9.6	34	815	1725	330	133	365	198	286	207	143	62	220	131	176	131	67	41	231	156	909	534
SNORKS 1 SAT.		8.00A	30	NBC	CA		195	198	A	3.8	22	323	1551	409	185^	409	109^	205^	223^	251^	155^	190^	69^	93^	74^	83^	97^	151^	151^	801	561
		2 SAT. 8.30A	30	NBC	CA		97	98	B	3.6	24	306	1681	245	93	281	114	160	134	128	90	204	120	135	116	59	54	210	120	986	694
SPIDERMAN AND FRIENDS			10	146	153				A	6.9	20	586	1601	320	85^	340	234	263	216^	62^	66^	382	142^	272	187^	165^	99^	186^	42^	693	355
SAT. 12.00N		30	NBC	CA			74	83	B	5.6	18	475	1572	309	104	448	190	251	201	123	91	297	150	232	183	118	51	201	98	674	354
SPORTSBEAT SUN.		12.30P	30	ABC	SC		78	66	A	1.1	3	93	613^	301^	118^	301^	140^	140^	140^	LT	161^	290^	161^	161^	204^	LT	86^	LT	LT	LT	LT
		SUN. 12.30P	30	ABC	SC		57	42	B	1.1	3	93	613	301	118	301	140	140	140	LT	161	290	161	161	204	LT	86	LT	LT	LT	LT
SPORTSWORLD 2 SUN.		3.00P	90	NBC	SA		29	160	A	6.4	14	543	1722	671	217^	702	222^	437^	426^	351^	235^	690	284^	418^	441^	353^	184^	70^	54^	260^	220^
		3.00 - 3.30							B	4.8	12	408																			
		3.30 - 4.00							A	5.0	11	425	1751	715	196^	751	280^	497^	473^	375^	238^	732	368^	508^	523^	348^	156^	46^	46^	222^	222^
		4.00 - 4.30							A	6.8	15	577	1764	704	222^	730	215^	492	471	401^	220^	701	281^	438	461	365^	173^	85^	85^	248^	248^
									A	7.5	16	637	1633	602	231^	638	187^	344^	346^	289^	245^	638	228^	334^	355^	333^	210^	65^	27^	292^	191^
SPORTSWORLD-SAT. 1 SAT.		4.00P	178	NBC	SA		8	184	A	7.2	16	611	1658	480	119^	499	124^	199^	236^	212^	250^	786	208^	378^	385^	311^	331^	176^	67^	197^	190^
		4.00 - 4.30							B	5.2	13	441	1458	471	114	505	140	233	247	229	216	725	193	385	411	354	268	103	31	125	104
		4.30 - 5.00							A	5.4	13	458	2044	393^	129^	473^	105^	197^	239^	225^	199^	928	298^	560	447^	405^	299^	233^	LT	410^	410^
		5.00 - 5.30							A	7.0	17	594	1870	465	182^	526	142^	234^	267^	234^	234^	848	257^	419	370^	312^	363^	151^	19^	345^	345^
		5.30 - 6.00							A	7.3	17	620	1439	505	98^	505	144^	216^	237^	205^	243^	790	205^	362^	403	276^	359^	144^	98^	LT	LT
		6.00 - 6.30							A	7.1	16	603	1645	561	109^	561	150^	206^	244^	194^	317^	773	247^	381^	365^	246^	313^	96^	LT	215^	179^
		6.30 - 7.00							A	8.0	16	679	1648	508	110^	508	112^	198^	251^	233^	257^	742	150^	333^	378	340^	331^	257^	152^	141^	141^
									A	8.3	15	705	1471	433	97^	433	95^	156^	192^	197^	241^	707	123^	285^	379	327^	328^	190^	106^	141^	141^
SUNDAY MORNING SUN.		9.00A	90	CBS	N		15	174	A	5.2	22	441	1200	588	242^	605	59^	256^	302	393	301	499	100^	258^	255^	303	213^	48^	LT	48^	30^
		9.00 - 9.30							B	4.7	20	399	1294	568	208	592	110	231	246	302	312	585	173	339	347	308	200	39	LT	78	40
		9.30 - 10.00							A	4.2	20	357	1143	605	266^	617	57^	227^	291^	394	326^	459	108^	237^	221^	251^	202^	25	LT	42^	22^
		10.00 - 10.30							A	5.6	23	475	1204	558	245^	577	38^	221^	268	380	309	549	110^	294	283	341	222^	48^	LT	30^	13^
									A	5.9	22	501	1216	595	221^	617	80^	303	335	394	277	468	87^	239^	243^	295	204^	63^	LT	68^	51^
SUPERFRIENDS: SUPERPOWERS SAT.		8.30A	30	ABC	CA		196	196	A	4.0	20	340	1688	168^	80^	221^	147^	174^	121^	74^	47^	306^	215^	215^	204^	71^	68^	120^	29^	1041	580
		SAT. 8.30A	30	ABC	CA		97	97	B	4.1	20	348	1764	167	60	224	88	152	111	95	71	212	107	153	127	68	55	267	110	1061	661
SUPERFRIENDS: SUPERPOWERS2 SAT.		8.00A	30	ABC	CA		191	190	A	2.7	18	229	1808	222^	105^	253^	117^	148^	123^	74^	105^	240^	117^	117^	144^	87^	74^	140^	35^	1175	690
		SAT. 8.00A	30	ABC	CA		96	96	B	2.7	18	229	1955	179	78	268	125	176	145	80	92	250	148	162	123	45	78	202	71	1235	803

11

1ST JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																																	
THIS WEEK-DAVID BRINKLEY						12	182		A	3.4	9	289	1349	733	135	733	69	183	200	277	533	571	59	94	79	263	453	45	LT	LT	LT		
1 SUN. 11.30A 60 ABC N							95		B	3.9	12	331	1271	631	183	640	80	226	226	280	376	558	165	250	216	214	267	33	LT	40	26		
11.30 - 12.00									A	3.3	9	280	1318	746	175	746	99	210	225	234	521	515	40	79	60	229	415	57	LT	LT	LT		
12.00 - 12.30									A	3.6	10	306	1327	693	89	693	36	144	164	304	529	602	76	105	91	284	475	32	LT	LT	LT		
THIS WK-DAVID BRINKLEY(B)						144		A	3.3	10	280	1268	675	157	697	143	314	242	271	383	571	121	271	353	274	218	LT	LT	LT	LT	LT		
2 SUN. 11.30A 60 ABC N							77		A	3.0	9	255	1263	694	149	725	126	302	232	322	423	538	64	244	330	329	208	LT	LT	LT	LT		
11.30 - 12.00									A	3.6	10	306	1258	650	160	666	154	320	252	228	346	592	170	294	370	226	222	LT	LT	LT	LT		
12.00 - 12.30																																	
TURBO TEEN						16	202	202	A	4.7	17	399	2048	413	80	436	203	387	350	213	49	373	97	297	284	241	76	70	25	1169	677		
SAT. 9.30A 30 ABC CA						99	99		B	5.1	19	433	1825	242	85	283	109	193	154	115	84	230	111	184	131	86	46	216	72	1096	678		
USA VS WRLD-AMATEUR BOXNG						1	124		A	3.8	8	323	1796	586	74	590	252	266	103	163	264	932	332	675	666	381	257	97	27	177	71		
2 SUN. 4.30P 90 ABC SE							64		B	3.8	8	323	1796	586	74	590	252	266	103	163	264	932	332	675	666	381	257	97	27	177	71		
4.30 - 5.00									A	3.4	7	289	1945	700	97	700	377	430	182	208	230	922	350	679	651	382	243	119	96	204	73		
5.00 - 5.30									A	3.8	8	323	1492	321	68	321	LT	LT	53	136	256	938	368	684	684	316	254	38	LT	195	53		
5.30 - 6.00									A	4.3	8	365	1885	715	58	715	351	351	79	149	285	902	273	642	642	424	260	138	LT	130	82		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. DEC. 31, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 2WK. 1
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WK. 2

U.S. TV Households: 84,900,000

For explanation of symbols: See page A

EVE MON. JAN. 7, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN. 1, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					19,530 23.0											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					6,110 7.2*	16.8*	7.3*		7.5*		5.5*		8.8*		8.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					10 27.2	10 8.4	10 8.0	10 6.7	10 7.5	10 7.5	8 5.9	8 5.2	13 8.9	13 8.8	12 8.7	12 7.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					20,890 24.8		30,990 36.5									
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					17,830 21.0		20,040 23.6						23.4*		24.5*	23.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 20.4	35 21.5	31 22.4	31 23.0	33 23.7	33 23.5	34 23.4	34 23.4	38 24.7	38 24.3	39 23.7	39 23.4
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{							29,630 34.9									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{							14,350 16.9						19.2*		14.3*	15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%							27 7	25 8.8	26 8.5	27 18.3	27 19.1	27 19.3	21 14.4	21 14.1	24 14.8	24 15.9
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{					14,010 16.5		18,370 18.1									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,820 15.1		13,920 16.4						19.3*		20.4*	20.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 14.8	24 15.3	24 15.4	25 17.5	26 18.0	26 18.9	27 19.2	27 19.4	31 20.2	31 20.5	33 20.8	33 20.7
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{					10,530 12.4		9,930 11.7									
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,590 11.3		9,250 10.9						15.5*		17.2*	16.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 11.2	16 11.5	16 10.9	16 10.8	23 13.9	21 15.0	22 15.2	22 15.7	26 17.8	26 16.7	26 16.8	26 15.5
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{					22,750 26.8								17,400 20.5			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					19,190 22.6								14,180 16.7		16.9*	16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					33 20.7	32 22.6	34 23.9	34 23.2	30 20.9	30 21.1	30 21.5	30 20.6	28 16.9	26 16.8	26 16.8	26 16.2
TV HOUSEHOLDS USING TV			WK 1	67.1	68.4	68.7	69.8	71.5	72.6	73.2	73.1	72.3	71.3	69.4	68.4	65.8	63.8	61.5
(See Def. 1)			WK 2	63.5	65.8	66.9	67.0	67.7	69.1	69.3	69.8	70.1	70.8	70.6	70.1	66.7	65.3	64.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. JAN. 8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.2, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

23,430 27.6	FALL GUY (SD)				25,890 30.5	DYNASTY (SD)				20,290 23.9	HOTEL					
18,000 21.2	19.0*			23.3*	26.2	26.0*			26.5*	17,230 20.3	21.0*				19.6*	
31	28 *			33 *	38	37 *			38 *	33	33 *				32 *	
18 0	20.0		22.8	23.9	25 8	26 2		26.6	26.4	21.5	20.5		20.0		19.2	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

15,880 18.7	CHARLES IN CHARGE				22,070 26.0	CBS WEDNESDAY NIGHT MOVIE SHARKY'S MACHINE(R) (SUS-SD)(SD)										
13,160 15.5			11,970 14.1	12.2*		13.3*			13.9*			15.6*			15.3*	
23			21	18 *		19 *			20 *			24 *			25 *	
15.2	15.8		12.0	12.3		13.7	13.0	13.8	14.1		15.8	15.4		15.5	15.0	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

17,490 20.6	COLLEGE CHEERLEADING CHMP (SD)				14,350 16.9	FACTS OF LIFE		12,650 14.9	IT'S YOUR MOVE (SD)		14,090 16.6	ST ELSEWHERE				
12,060 14.2	13.7*		14.8*	14.7	12,480 13.1			11,120 13.1			11,380 13.4	13.3*			13.4*	
21	20 *		21 *	21	19			19			21	21 *			22 *	
13.9	13.5		14.8	14.8	14.1	15.4	13.3	12.9		13.3	13.3	13.3		13.5	13.3	

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

21,000 25.9	REAGAN NEWS CONF ABC (8:00-8:37PM) (SUS)(-OP)				20,810 25.0	FALL GUY (8:37-9:37PM) (OP)(-OP)(SD)				21,230 25.0	HOTEL (10:37-11:37PM) (OP)(-OP)					
15,200 17.9			14.7*		23,770 28.0			26.9*			17,150 20.2	21.1*			21.1*	
25			21 *		41			37 *			43 *	36			35 *	
13.6			15.3		16.9	19.9	25.3	26.9		29.1	29.7	22.0		20.6		

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

18,850 22.2	REAGAN NEWS CONF CBS (8:00-8:35PM) (SUS)(-OP)				17,230 20.3	BARBARA MANDELL SPECIAL (8:35-9:35PM) (OP)(-OP)(SUS SD)				17,490 20.6	CBS WEDNESDAY NIGHT MOVIE THE RED LIGHT STRING(R) (9:35-11:35PM) (OP)(-OP)(SD)					
13,670 16.1			15.6*		9,340 11.0			11.0*			11,550 13.6	13.1*			14.0*	
23			22 *		18			15 *			22	20 *			24 *	
15.1			16.0		16.7	16.8	11.7	10.6		11.3	11.1	10.3		10.5		

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

19,020 22.4	REAGAN NEWS CONF -NBC (8:00-8:35PM) (SUS)(-OP)				17,490 20.6	HIGHWAY TO HEAVEN (8:35-9:35PM) (OP)(-OP)(SD)				15,370 18.1	FACTS OF LIFE (9:35-10:05PM) (OP)(-OP)					
13,920 16.4			14.5*		14,770 17.4			17.9*			11,550 13.6	13.1*			14.0*	
23			21 *		25			25 *			22	20 *			24 *	
13.7			15.1		17.4	18.4	16.5	17.9		13.5	12.9	13.7		14.2		

TV HOUSEHOLDS USING TV	WK 1	64.1	64.7	65.4	66.2	67.0	68.7	69.2	69.9	70.1	70.5	69.5	68.4	64.8	63.4	61.7	59.7
(See Def 1)	WK 2	65.1	66.3	66.7	67.9	67.5	68.7	69.3	70.6	71.8	72.8	71.1	70.0	68.1	65.5	60.5	57.1

U.S. TV Households 84,900,000

For explanation of symbols, See page A

EVE.WED. JAN.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.3, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

17,230
20.3

17,910
21.1

ABC TV

ABC THURSDAY NIGHT MOVIE

20/20

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,190
12.0

12.0*

12.3*

12.2*

14,090
16.6

16.9*

16.2*

17 17* 17* 17* 17* 17* 17* 17* 17* 17* 17* 17* 17* 17* 17* 17* 17*

12.1 11.9 12.3 12.2 12.4 11.9 11.6 11.2 16.4 17.5 16.9 15.5

TOTAL AUDIENCE {
(Households (000) & %)

23,520
27.7

26,660
31.4

21,390
25.2

CBS TV

MAGNUM, P.I.

SIMON & SIMON

KNOTS LANDING

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,360
22.8

21.3*

24.2*

27.0

22,920
26.3*

27.7*

21.4

33 31* 34* 39 37* 40* 33 33* 34*

20.8 21.8 23.9 24.6 26.0 26.6 27.9 27.5 22.3 21.4 21.3 20.5

TOTAL AUDIENCE {
(Households (000) & %)

21,730
25.6

20,210
23.8

17,570
20.7

16,390
19.3

16,810
19.8

NBC TV

BILL COSBY SHOW(R)

FAMILY TIES (SD)

CHEERS

NIGHT COURT

HILL STREET BLUES (R)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,850
22.2

18,340
21.6

15,790
18.6

14,940
17.6

11,970
14.1

14.5*

13.7*

32 31 26 26 22 22 22 22 22 22 22 22

21.4 22.9 21.4 21.8 18.1 19.1 17.5 17.6 15.2 13.8 13.5 13.8

TOTAL AUDIENCE {
(Households (000) & %)

24,110
28.4

ABC TV

ABC THURSDAY NIGHT MOVIE

THORN BIRDS, PART 4(R)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,790
18.6

16.8*

17.8*

18.1*

19.0*

20.1*

19.8*

26 23* 24* 25* 27* 29* 28* 28* 28*

16.7 16.8 17.6 17.9 18.0 18.2 18.8 19.3 20.2 20.1 19.8 19.8

TOTAL AUDIENCE {
(Households (000) & %)

21,310
25.1

21,650
25.5

19,020
22.4

CBS TV

MAGNUM, P.I.

SIMON & SIMON

KNOTS LANDING

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,400
20.5

19.7*

21.3*

18,000
21.2

21.1*

21.3*

15,790
18.6

28 27* 29* 29 29* 30* 28 27* 28*

19.2 20.2 21.4 21.2 21.1 21.1 21.3 21.4 18.6 18.8 18.8 18.2

TOTAL AUDIENCE {
(Households (000) & %)

24,200
28.5

20,460
24.1

18,760
22.1

16,810
19.8

19,100
22.5

NBC TV

BILL COSBY SHOW

FAMILY TIES (SD)

CHEERS

NIGHT COURT (SD)

HILL STREET BLUES

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

21,730
25.6

19,190
22.6

17,060
20.1

15,450
18.2

15,540
18.3

18.6*

17.9*

35 30 28 25 27 27* 27* 27*

24.8 26.4 22.7 22.4 20.2 20.1 18.2 18.2 18.7 18.5 18.3 17.6

TV HOUSEHOLDS USING TV WK. 1	64.1	65.3	65.7	66.9	68.0	69.1	70.1	70.9	70.4	70.4	69.4	68.5	66.7	65.3	63.2	60.9
(See Def. 1) WK. 2	66.9	68.5	70.1	71.2	73.1	74.3	73.7	74.5	72.9	72.2	71.7	71.6	68.7	68.2	66.4	63.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. JAN.10, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

20,120
23.7

WEBSTER
(SD)

21,900
25.8

STREET HAWK
(SD)

13,410
15.8

MATT HOUSTON

17,230
20.3

15,200
17.9

18.0*

18.0*

11,290
13.3

13.0*

13.6*

31
19.5

26
17.9

27*

26*

25*

21
12.8

21*

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

18,760
22.1

DUKES OF HAZZARD
(SUS-SD)

25,720
30.3

DALLAS
(SD)

20,800
24.5

FALCON CREST

12,820
15.1

13.4*

16.7*

22,330
26.3

26.0*

18,250
21.5

21.8*

21.2*

23
13.4

20*

25*

38
25.4

37*

38*

33
21.8

33*

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

14,350
16.9

V
(SD)

11,040
13.0

HUNTER
(SD)

16,560
19.5

MIAMI VICE

10,100
11.9

12.3*

11.6*

8,740
10.3

9.5*

13,750
16.2

16.3*

16.1*

18
12.6

19*

17*

15
9.1

14*

16*

25
16.4

25*

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

18,880
22.0

BENSON

19,020
22.4

WEBSTER
(SD)

16,470
19.4

STREET HAWK
(SD)

13,410
15.8

MATT HOUSTON

16,130
19.0

17,570
20.7

12,740
15.0

14.7*

11,380
13.4

13.2*

13.5*

29
17.9

31
20.0

22*

22*

22*

21
13.2

22*

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

16,990
19.3

DUKES OF HAZZARD
(SUS-SD)

26,570
31.3

DALLAS
(SD)

21,820
25.7

FALCON CREST

12,480
14.7

14.1*

15.4*

23,600
27.8

26.9*

18,510
21.8

22.5*

21.2*

22
13.7

21*

23*

41
26.2

40*

42*

35
22.8

35*

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

13,750
16.2

V
(SD)

11,720
13.8

HUNTER

16,050
18.9

MIAMI VICE

10,530
12.4

12.2*

12.6*

8,740
10.3

9.8*

13,410
15.8

15.7*

15.9*

19
12.2

19*

19*

15
9.6

14*

16*

25
15.6

26*

TV HOUSEHOLDS USING TV	WK. 1	62.3	63.1	64.3	65.4	65.4	65.9	66.3	67.4	69.1	70.0	69.7	69.4	66.1	65.8	64.6	62.4
(See Def. 1)	WK. 2	62.9	64.7	64.6	65.5	65.2	66.5	67.3	68.3	68.0	68.2	68.5	68.0	64.7	63.5	62.3	60.6

U.S. TV Households: 84 900,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

14,520 17.1	T.J. HOOKER (SD)				17,740 20.9	LOVE BOAT (SD)				14,940 17.6	FINDER OF LOST LOVES			
11,550 13.6	12.7*			14.5*	16.2	15.2*			17.1*	11,890 14.0	13.9*			14.0*
21	20 *			22 *	25	23 *			27 *	24	23 *			24 *
12.0	13.5	14.4	14.7	15.0	15.4	17.3	17.0	13.7	14.2	14.2	13.9			

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

13,920 16.4	AIRWOLF (SD)				14,770 17.4	MIKE HAMMER (SD)				15,960 18.8	COVER-UP			
11,210 13.2	12.7*			13.6*	14.2	13.7*			14.8*	12,480 14.7	14.9*			14.5*
20	20 *			21 *	22	21 *			23 *	25	25 *			25 *
12.5	12.9	13.7	13.6	13.5	13.9	14.8	14.8	15.0	14.9	14.4	14.6			

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

16,390 19.3	DIFF'RENT STROKES-SAT.				13,840 16.3	DOUBLE TROUBLE (SD)				13,920 16.4	GIMME A BREAK				15,620 18.4	BERRENGER'S			
14,180 16.7				12,650 14.9				12,400 14.6		10,100 11.9	11.7*					12.1*			11.7*
26				23				23		20	18 *					20 *			20 *
16.5	16.9	15.0	14.8	14.5	14.6	11.9	11.6	12.6	11.6	11.7	11.8								

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

14,600 17.2	T.J. HOOKER (SD)				17,740 20.9	LOVE BOAT (SD)				14,010 16.5	FINDER OF LOST LOVES			
11,460 13.5	12.6*			14.4*	16.9	16.2*			17.7*	11,290 13.3	13.3*			13.3*
21	19 *			22 *	26	25 *			28 *	23	22 *			23 *
12.2	13.1	14.0	14.8	15.7	16.7	17.8	17.6	13.3	13.2	13.4	13.3			

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

16,730 19.7	AIRWOLF (SD)				13,670 16.1	MIKE HAMMER (SD)				14,180 16.7	COVER-UP			
13,160 15.5	15.5*			15.5*	13.0	12.9*			13.2*	11,290 13.3	13.2*			13.5*
24	24 *			24 *	20	20 *			21 *	23	22 *			24 *
15.7	15.3	15.5	15.5	13.1	12.6	13.1	13.3	13.2	13.2	13.4	13.6			

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

15,960 18.8	DIFF'RENT STROKES-SAT.				15,370 18.1	DOUBLE TROUBLE (SD)				15,710 18.5	GIMME A BREAK				13,070 15.4	SPENCER (SD)				12,400 14.6	BERRENGER'S			
13,840 16.3				14,180 16.7				13,920 16.4		11,890 14.0						9,850 11.6	11.8*			11.3*				
25				25				25		22						20	20 *			20 *				
15.5	17.1	16.5	16.9	16.3	16.4	14.2	13.9	12.2	11.5	11.3	11.3													

TV HOUSEHOLDS USING TV WK. 1	58.2	59.8	59.9	61.7	63.4	64.3	64.7	65.1	64.5	64.9	64.7	64.0	60.7	59.5	57.9	56.9
(See Def. 1) WK. 2	60.4	62.0	62.7	64.2	64.3	65.0	65.6	65.9	64.7	65.0	64.3	63.5	60.3	59.1	57.9	56.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. JAN.12, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.5, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,160
(Households (000) & %) { 4.9

ABC TV

WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 4,080
(Households (000) & %) { 4.8
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 4.8

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE { 9,760
(Households (000) & %) { 11.5

NBC TV

SATURDAY NIGHT
(11:30-12:45AM)
(SUSTAINING 12:45-1:00AM)

AVERAGE AUDIENCE { 5,600
(Households (000) & %) { 6.6 7.4* 6.4* 5.4*
SHARE OF AUDIENCE % 18 18* 18* 17*
AVG. AUD. BY ¼ HR. % 7.6 7.2 6.7 6.1 5.4

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

2,720
3.2

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 10,870
(Households (000) & %) { 12.8

NBC TV

SATURDAY NIGHT
(11:30-12:54AM)
(SUSTAINING 12:54-1:00AM)

AVERAGE AUDIENCE { 5,940
(Households (000) & %) { 7.0 7.7* 7.3* 5.8*
SHARE OF AUDIENCE % 19 18* 21* 20*
AVG. AUD. BY ¼ HR. % 7.6 7.7 7.0 6.1 5.4

TV HOUSEHOLDS USING TV	WK. 1	52.9	48.6	42.2	39.7	36.7	34.2	31.2	28.6	25.6	22.8	19.1	17.1	15.0	13.2	11.4	9.5
(See Def. 1)	WK. 2	53.9	50.6	44.8	40.5	36.3	33.1	30.2	27.7	24.9	22.1	19.3	18.1	15.6	14.1	12.2	10.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. JAN.12, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.6, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)	{	15,790 18.6		23,010 27.1													
		RIPLEY'S BELIEVE IT-NOT (R)				ABC SUNDAY NIGHT MOVIE THORN BIRDS, PART I(R) (SD)											
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)	{	10,950		13,920													
SHARE OF AUDIENCE %		12.9	11.5*	14.3*	16.4	14.9*	15.7*	16.4*	16.4*	17.2*	17.5*						
AVG. AUD. BY ¼ HR.	%	19	17 *	21 *	24	21 *	22 *	23 *	24 *	26 *	28 *						
	%	10.6	12.4	14.1	14.6	14.5	15.3	15.7	15.8	16.1	16.6	16.4	16.5	17.0	17.4	17.7	17.3

TOTAL AUDIENCE (Households (000) & %)		{ 22,410 29,550 26.4 34.8		{ 24,110 28.4		{ 23,010 27.1		{ 19,530 23.0			
CBS TV		(1) (OP) (-OP)		60 MINUTES (7:25-8:25PM) (OP)(-OP)		MURDER, SHE WROTE (8:25-9:25PM) (OP)(-OP)(SD)		CRAZY LIKE A FOX (9:25-10:25PM) (OP)(-OP)(SD)		TRAPPER JOHN, M.D. (10:25-11:25PM) (OP)	
AVERAGE AUDIENCE (Households (000) & %)		{ 21,140 21,650 24.9 25.5		{ 19,020 22.4		{ 18,510 21.8		{ 15,370 18.1			
SHARE OF AUDIENCE %		{ 40 36		{ 25.8* 38 *		{ 21.1* 29 *		{ 21.2* 30 *		{ 18.1* 29 *	
AVG. AUD. BY ¼ HR. %		{ 26.7 23.0 25.3		{ 26.3 21.6 20.8		{ 21.3 24.3 21.0 21.2		{ 21.2 23.1 17.8 17.9		{ 18.3 18.1 29 *	

TOTAL AUDIENCE (Households (000) & %)		{ 12,740 15.0		{ 11,800 13.9		{ 20,290 23.9		{ 24,540 28.9																									
NBC TV		SILVER SPOONS PUNKY BREWSTER (R)				KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE THE ROAD WARRIOR (SD)																							
AVERAGE AUDIENCE (Households (000) & %)		{ 10,020 11.8		{ 10,360 12.2		{ 15,880 18.7		{ 15,540 18.3		{ 18.6*																							
SHARE OF AUDIENCE %		18		18		26		27 *		17.6* 24 *		18.2* 26 *		18.6* 28 *		18.8* 30 *																	
AVG. AUD. BY ¼ HR. %		10.4		13.3		11.9		12.5		16.1		18.7		20.2		19.6		17.4		17.9		18.4		18.0		18.8		18.5		19.3		18.2	

TOTAL AUDIENCE (Households (000) & %)	{	14,890						13,980						20,180							
		17.3						18.8						24.0							
ABC TV		RIPLEY'S BELIEVE IT-NOT					GUINNESS BK-WORLD RECORDS (SD)					ABC SUNDAY NIGHT MOVIE NIGHTMARE(R) (SD)									
AVERAGE AUDIENCE (Households (000) & %)	{	10,270						12,310						12,820							
SHARE OF AUDIENCE	%	12.1	10.9*						13.3*	14.5	14.5*			14.6*	15.1	13.8*			14.1*	16.6*	16.1*
AVG. AUD. BY ¼ HR.	%	18	17 *						20 *	21	21 *			21 *	24	20 *			21 *	27 *	27 *
	%	10.2	11.6	12.9	13.8	14.5	14.5	14.7	14.6	13.9	13.6	13.9	14.3	16.6	16.6	16.5	15.8				

TOTAL AUDIENCE (Households (000) & %)		{ 27,250 32.1		{ 21,480 25.3		{ 22,070 26.0		{ 19,440 22.9			
CBS TV		← 60 MINUTES →		← MURDER, SHE WROTE (SD) →		← CRAZY LIKE A FOX (SD) →		← TRAPPER JOHN, M.D. →			
AVERAGE AUDIENCE (Households (000) & %)		{ 21,390 25.2		{ 18,510 21.8		{ 18,340 21.6		{ 16,560 19.5		{ 19.1* 34 *	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 38 23.9		{ 38 * 25.4		{ 31 22.4		{ 33 * 22.0		{ 34 * 19.9	
		{ 26.0 25.7		{ 22.2 21.9		{ 22.5 20.6		{ 22.0 18.7		{ 19.5 19.9	

TOTAL AUDIENCE (Households (000) & %)		{	11,210 13.2		10,530 12.4		18,170 21.4				19,610 23.1								
NBC TV			SILVER SPOONS		PUNKY BREWSTER		KNIGHT RIDER (SD)					NBC SUNDAY NIGHT MOVIE SING OF THE FATHER							
AVERAGE AUDIENCE (Households (000) & %)		{	9,340 11.0		9,420 11.1		14,600 17.2		16.0*		12,740 15.0		15.8*		14.7*		15.0*		14.7*
SHARE OF AUDIENCE		%	17		18		24		23 *		26 *		23 *		22 *		24 *		25 *
AVG. AUD. BY ¼ HR.		%	10.4	11.5	10.7	11.4	15.3	16.8	17.9	18.8	16.2	15.4	14.6	14.8	14.7	15.3	14.8	14.7	

TV HOUSEHOLDS USING TV	WK. 1	67.2	67.6	68.3	69.4	71.6	72.8	73.2	72.8	72.3	72.0	70.7	68.8	67.0	65.6	63.6	61.4
(See Def. 1)	WK. 2	64.5	66.2	67.2	68.1	69.2	70.7	71.0	71.1	68.6	67.7	67.3	66.6	62.7	61.5	60.1	58.1

U.S. TV Households: 84,900,000

(1) CBS NFC CHAMPIONSHIP POST, CBS, (7:08-7:25PM)(S)

For explanation of symbols, See page A.

EVE.SUN. JAN.13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.6, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,820
(Households (000) & %) { 4.5

ABC TV

ABC
WEEKEND
REPORT
SUN

AVERAGE AUDIENCE { 3,740
(Households (000) & %) { 4.4
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 4.4

W

E

E

K

1

TOTAL AUDIENCE { 4,410
(Households (000) & %) { 5.2

CBS TV

TRAPPER (1)
JOHN.M.D. (OP)
(10:25-11:25PM)
(-OP)

AVERAGE AUDIENCE { 4,080
(Households (000) & %) { 4.8
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 18.5 4.8 4.8

TOTAL AUDIENCE { 1,610
(Households (000) & %) { 1.9

NBC TV

G MICHAELS
SPORTS MACHINE

AVERAGE AUDIENCE { 1,190
(Households (000) & %) { 1.4
SHARE OF AUDIENCE % 4
AVG. AUD. BY ¼ HR. % 1.5 1.4

TOTAL AUDIENCE { 1,870
(Households (000) & %) { 4.3

ABC TV

ABC
WEEKEND
REPORT-
SUN

AVERAGE AUDIENCE { 3,650
(Households (000) & %) { 4.3
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 4.3

W

E

E

K

2

TOTAL AUDIENCE { 5,350
(Households (000) & %) { 6.3

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 5,260
(Households (000) & %) { 6.2
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 6.2

TOTAL AUDIENCE { 1,440
(Households (000) & %) { 1.7

NBC TV

G MICHAELS
SPORTS MACHINE

AVERAGE AUDIENCE { 1,020
(Households (000) & %) { 1.2
SHARE OF AUDIENCE % 4
AVG. AUD. BY ¼ HR. % 1.4 .9

TV HOUSEHOLDS USING TV	WK. 1	54.0	47.6	38.8	34.5	28.8	25.6	21.5	18.6	15.9	14.3	11.7	9.7	8.3	7.5	6.6	5.8
(See Def. I)	WK. 2	51.5	44.9	36.1	31.8	27.4	24.2	20.4	18.8	16.4	14.0	11.7	10.5	9.1	7.8	6.9	6.0

U.S. TV Households: 84,900,000

(1) CBS SUNDAY NEWS-OSGOOD, CBS, (11:25-11:40PM)

For explanation of symbols, See page A

EVE.SUN. JAN.13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.31, 1984-JAN.4, 1985

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)							
	TOTAL AUDIENCE (Households (000) & %)		4,080 4.8		5,090 6.0							
	AVERAGE AUDIENCE (Households (000) & %)		3,140 3.7		4,250 5.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		22 3.6 3.7		22 4.9 5.0							
W E E K 2	CBS TV		3,060 3.6 CBS MORNING NEWS 1		4,250 5.0 CBS MORNING NEWS 2		5,690 6.7 \$25,000 PYRAMID (MTHF) (S)(OP)		5,860 6.9 PRESS YOUR LUCK (MTHF) (S)(OP)			
	TOTAL AUDIENCE (Households (000) & %)											
	AVERAGE AUDIENCE (Households (000) & %)		2,460 2.9		3,400 4.0		4,670 5.5		5,090 6.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 2.7 3.1		18 4.0 4.1		21 5.2 5.9		22 5.9 6.1			
W E E K 3	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		4,580 5.4 FACTS OF LIFE M-F (MTHF) (OP)		5,520 6.5 SALE OF THE CENTURY (MTHF) (OP)			
	TOTAL AUDIENCE (Households (000) & %)		3,910 4.6		4,500 5.3							
	AVERAGE AUDIENCE (Households (000) & %)		2,970 3.5		3,740 4.4		3,820 4.5		4,500 5.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 3.4 3.7		20 4.3 4.5		18 4.1 4.8		19 5.0 5.6			
W E E K 4	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)							
	TOTAL AUDIENCE (Households (000) & %)		5,180 6.1		5,600 6.6							
	AVERAGE AUDIENCE (Households (000) & %)		4,080 4.8		4,500 5.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23 4.7 4.9		23 5.3 5.3							
W E E K 5	CBS TV		3,230 3.8 CBS MORNING NEWS 1		4,080 4.8 CBS MORNING NEWS 2		5,260 6.2 \$25,000 PYRAMID		4,840 5.7 PRESS YOUR LUCK			
	TOTAL AUDIENCE (Households (000) & %)											
	AVERAGE AUDIENCE (Households (000) & %)		2,550 3.0		3,140 3.7		4,580 5.4		4,160 4.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		14 3.0 3.1		16 3.7 3.7		22 5.1 5.6		20 4.8 5.0			
W E E K 6	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		3,910 3.9 TIME MACHINE		4,920 5.8 SALE OF THE CENTURY			
	TOTAL AUDIENCE (Households (000) & %)		5,180 6.1		5,090 6.0							
	AVERAGE AUDIENCE (Households (000) & %)		4,160 4.9		4,160 4.9		2,630 3.1		4,160 4.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23 4.9 5.1		21 5.0 4.9		13 3.1 3.2		20 4.6 5.2			

TV HOUSEHOLDS USING TV WK. 1	10.3	11.8	13.4	15.2	17.0	18.9	20.1	21.3	22.4	23.9	25.1	26.3	27.2	28.8	29.9	31.2
(See Def. 1) WK. 2	13.5	16.0	17.6	19.2	20.5	21.9	22.0	22.5	22.6	23.2	23.6	24.0	24.3	25.2	25.1	25.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.7-11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.31, 1984-JAN.4, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		3,990 4.7 TRIVIA TRAP	4,260 5.0 FAMILY FEUD	3,910 4.6 RYAN'S HOPE	4,840 5.7 LOVING	11,120 13.1 ALL MY CHILDREN	9,930 11.7 ONE LIFE TO LIVE (SD)									
AVERAGE AUDIENCE (Households (000) & %)		3,400 4.0	3,570 4.2	3,400 4.0	4,410 5.2	8,410 9.9	7,640 9.0									
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		12 3.8	12 4.2	11 3.9	14 4.0	25 8.6	24 9.2									
TOTAL AUDIENCE (Households (000) & %)		8,070 9.5 PRICE IS RIGHT 1 (M)(TH)(F)(S)(OP)	10,020 11.8 PRICE IS RIGHT 2 (M)(TH)(F)(S)(OP)	(S)(OP)	10,440 12.3 YOUNG AND THE RESTLESS (M)(TH)(F)(S)(OP)	8,150 9.6 AS THE WORLD TURNS (M)(TH)(F)(S)(OP)	5,860 6.9 CAPITOL (M)(TH)(F)(S)(OP)									
AVERAGE AUDIENCE (Households (000) & %)		6,960 8.2	8,830 10.4		7,900 9.3	6,370 7.5	5,260 6.2									
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		28 7.7	35 8.6		28 9.1	21 7.2	19 6.1									
TOTAL AUDIENCE (Households (000) & %)		7,980 9.4 WHEEL OF FORTUNE (M)(TH)(F)(S)(OP)	6,790 8.0 SCRABBLE (M)(TH)(F)(S)(OP)	4,500 5.3 SUPER PASSWORD (M)(TH)(F)(S)(OP)	4,250 5.0 SEARCH FOR TOMORROW (M)(TH)(F)(S)(OP)	8,740 10.3 DAYS OF OUR LIVES (M)(TH)(F)(S)(OP)	7,130 8.4 ANOTHER WORLD (M)(TH)(F)(S)(OP)									
AVERAGE AUDIENCE (Households (000) & %)		7,050 8.3	5,940 7.0	3,910 4.6	3,650 4.3	6,960 8.2	5,520 6.5									
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		29 8.2	23 7.0	14 4.4	13 4.4	23 7.8	19 6.6									
TOTAL AUDIENCE (Households (000) & %)		3,480 4.1 TRIVIA TRAP	3,740 4.4 FAMILY FEUD	1,570 4.2 RYAN'S HOPE	4,870 5.5 LOVING	8,850 11.6 ALL MY CHILDREN	8,570 10.1 ONE LIFE TO LIVE (SD)									
AVERAGE AUDIENCE (Households (000) & %)		2,890 3.4	3,140 3.7	3,060 3.6	3,910 4.6	7,640 9.0	6,790 8.0									
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 3.4	14 3.4	13 3.6	15 3.8	27 8.0	26 8.0									
TOTAL AUDIENCE (Households (000) & %)		6,790 8.0 PRICE IS RIGHT 1	9,170 10.8 PRICE IS RIGHT 2 (SD)		9,340 11.0 YOUNG AND THE RESTLESS	7,470 8.8 AS THE WORLD TURNS	5,260 6.2 CAPITOL									
AVERAGE AUDIENCE (Households (000) & %)		6,110 7.2	7,810 9.2		6,880 8.1	5,940 7.0	4,670 5.5									
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		28 7.0	35 7.4		27 8.3	22 6.7	18 5.4									
TOTAL AUDIENCE (Households (000) & %)		7,640 9.0 WHEEL OF FORTUNE	5,600 6.6 SCRABBLE	3,910 4.6 SUPER PASSWORD	3,570 4.2 SEARCH FOR TOMORROW	8,150 9.6 DAYS OF OUR LIVES	6,200 7.3 ANOTHER WORLD (SD)									
AVERAGE AUDIENCE (Households (000) & %)		6,540 7.7	5,010 5.9	3,310 3.9	3,060 3.6	6,540 7.7	4,920 5.8									
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		30 7.7	27 5.8	14 3.8	12 4.0	23 3.5	19 5.8									
TV HOUSEHOLDS USING TV		WK 1	32.2	31.5	33.7	34.6	36.1	37.2	37.2	37.6	38.5	39.0	38.6	39.0	38.6	38.7
(See Def. 1)		WK 2	25.9	26.4	26.5	27.4	28.8	29.7	30.1	30.7	32.0	32.7	32.3	32.6	31.7	31.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. JAN.7-11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 31, 1984-JAN. 4, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %){ 11,290
13.3

11,720

13.8

ABC WORLD NEWS
TONIGHT

ABC TV

GENERAL HOSPITAL

AVERAGE AUDIENCE
(Households (000) & %)

{ 8,910

10,190

SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

10.5

10.3*

10.7*

12.0

19

11.9

12.1

TOTAL AUDIENCE
(Households (000) & %)

{ 8,570

2,800

14,430

17.0

CBS EVENING NEWS-
RATHER

CBS TV

GUIDING LIGHT
(W-F)(S)(OP)
(SD)BODY LANGUAGE
(W-F)(S)(OP)

(S)(OP)

AVERAGE AUDIENCE
(Households (000) & %)

{ 8,790

2,380

12,480

SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

8.0

7.8*

8.2*

2.8

14.7

24

14.6

14.9

TOTAL AUDIENCE
(Households (000) & %)

{ 4,920

11,890

14.0

NBC NIGHTLY NEWS
(M/TH/F)(S)(OP)

NBC TV

SANTA BARBARA
(M/TH/F)
(S)(OP)

(S)(OP)

(S)(OP)

AVERAGE AUDIENCE
(Households (000) & %)

{ 4,570

10,530

SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

4.2*

4.2*

4.2*

12.4

20

12.3

12.4

TOTAL AUDIENCE
(Households (000) & %)

{ 10,100

12,230

14.4

ABC WORLD NEWS
TONIGHT

ABC TV

GENERAL HOSPITAL

(S)(OP)

AVERAGE AUDIENCE
(Households (000) & %)

{ 7,980

10,610

SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

9.4

9.2*

9.5*

12.5

20

12.4

12.6

TOTAL AUDIENCE
(Households (000) & %)

{ 7,560

2,800

14,350

16.9

CBS EVENING NEWS-
RATHER

CBS TV

GUIDING LIGHT
(SD)

BODY LANGUAGE

(S)(OP)

AVERAGE AUDIENCE
(Households (000) & %)

{ 6,200

2,380

12,650

SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

7.3

7.0*

7.6*

2.8

14.9

24

14.7

15.1

TOTAL AUDIENCE
(Households (000) & %)

{ 3,910

12,230

14.4

NBC NIGHTLY NEWS

NBC TV

SANTA BARBARA

AVERAGE AUDIENCE
(Households (000) & %)

{ 2,800

10,610

SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

3.3

7.2*

3.3*

12.5

20

12.3

12.8

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

38.4

39.2

39.9

41.2

41.1

42.7

43.9

45.8

47.7

49.8

52.1

54.9

58.4

60.6

61.9

62.7

37.6

38.1

38.6

39.8

39.1

40.1

41.3

42.3

43.5

44.5

45.0

45.2

46.1

46.5

46.8

47.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 7-11, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{			2,380 2.8		3,480 4.1		4,500 5.3		4,840 5.7		3,910 4.6		4,250 5.0			
	ABC TV					SUPERFRIENDS SUPERPOWERS2 (SD)		SUPERFRIENDS SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES			
	AVERAGE AUDIENCE (Households (000) & %)		{			2,040 2.4		2,890 3.4		3,740 4.4		3,820 4.5		3,140 3.7		3,480 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		%			18 2.1	2.6	18 3.3	3.6	18 4.2	4.5	17 4.5	4.5	12 3.5	3.9	13 4.0	4.3		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{			2,830 3.1		4,250 5.0		6,200 7.3		6,540 7.7		6,450 7.6		6,960 8.2			
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2			
	AVERAGE AUDIENCE (Households (000) & %)		{			2,610 1.9		3,310 3.9		5,350 6.3		5,010 5.9		5,350 6.3		5,770 6.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		%			15 1.8	2.3	20 3.4	4.3	26 6.1	6.5	22 5.6	6.2	21 6.1	6.5	21 7.0	6.7		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{			2,800 3.3		3,740 4.4		5,090 6.0		7,390 8.7		9,080 10.7		9,170 10.8			
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)		{			2,380 2.8		3,060 3.6		4,330 5.1		6,280 7.4		7,900 9.3		7,730 9.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		%			21 2.5	3.0	19 3.4	3.9	21 4.7	5.4	28 6.9	7.8	31 9.4	9.2	28 8.8	9.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{			3,060 3.6		4,900 5.3		4,500 5.3		4,870 5.5		5,260 6.2		5,800 6.6			
	ABC TV					SUPERFRIENDS SUPERPOWERS2 (SD)		SUPERFRIENDS SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES			
	AVERAGE AUDIENCE (Households (000) & %)		{			2,460 2.9		3,910 4.6		3,990 4.7		4,080 4.8		4,250 5.0		4,750 5.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		%			18 2.6	3.2	21 4.2	5.1	19 4.7	4.7	17 4.6	4.9	16 5.0	5.0	17 5.6	5.6		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{			3,060 3.6		4,670 5.5		6,280 7.4		6,110 7.2		5,940 7.0		6,620 7.8			
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2			
	AVERAGE AUDIENCE (Households (000) & %)		{			2,290 2.7		3,820 4.5		4,840 5.7		5,010 5.9		5,090 6.0		5,770 6.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		%			17 2.2	3.2	21 4.0	5.0	23 5.6	5.9	21 5.7	6.0	18 5.6	6.4	20 6.8	6.7		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{			3,820 4.5		4,840 5.7		6,030 7.1		8,320 9.8		9,680 11.4		8,490 10.0			
	NBC TV					PINK PANTHER AND SONS (SD)		SNORKS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)		{			2,970 3.5		4,080 4.8		5,180 6.1		6,960 8.2		8,410 9.9		7,130 8.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		%			22 3.2	3.8	22 4.7	4.9	24 5.5	6.6	29 8.1	8.4	31 9.7	10.1	25 8.3	8.6		
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	6.9	8.2	10.0	11.2	13.2	13.4	16.5	19.2	21.8	24.3	25.7	26.6	28.3	29.5	31.4	32.3	33.1
		WK 2	8.2	10.0	11.2	13.2	16.1	18.6	20.9	23.3	24.7	26.9	28.5	30.4	32.0	34.1	33.9	33.2	

U.S. TV Households 84 900 000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 5, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,280 6.2		{ 5,860 8.9		{ 4,160 4.9		{ 6,200 7.3										
	ABC TV	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE JOKE'S ON MR. LITTLE		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,080 4.8		{ 4,840 5.7		{ 3,650 4.3		{ 3,230 3.8		{ 3.5* 10 *		{ 4.0* 11 *						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 4.4		{ 17 5.4		{ 12 4.4		{ 11 4.3		{ 10* 3.4		{ 11* 3.8						
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,300 8.6		{ 5,860 6.9		{ 7,640 9.0		{ 10,530 12.4										
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		SATURDAY SUPERCAR		CBS NCAA BASKETBALL-SAT N. CAROLINA STATE VS KENTUCKY OREGON STATE VS WASHINGTON MULTI-SEGMENT TELECAST (OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,860 6.9		{ 5,010 5.9		{ 4,580 5.4		{ 4,250 5.0		{ 4.6* 13 *		{ 4.7* 13 *		{ 4.9* 13 *		{ 5.7* 15 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 21 6.8		{ 18 6.0		{ 16 5.1		{ 13 4.4		{ 13* 4.7		{ 13* 4.9		{ 15* 5.1		{ 5.7 5.7		
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,640 9.0		{ 7,300 8.8		{ 6,620 7.8		{ 5,010 5.9		{ 6,790 8.0								
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK		CHALLENGE OF CHAMPIONS (2:00-4:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,620 7.8		{ 6,450 7.6		{ 5,600 6.6		{ 4,160 4.9		{ 2,720 3.2		{ 3.4* 9		{ 3.0* 10 *		{ 3.0* 9 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24 8.0		{ 23 7.5		{ 20 6.5		{ 14 4.8		{ 9 3.4		{ 10* 3.4		{ 9* 3.1		{ 2.9		
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 5,690 6.7		{ 5,940 7.0		{ 6,540 7.7		{ 7,130 8.4										
	ABC TV	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE GIRL WITH ESP(R)		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,580 5.4		{ 5,010 5.9		{ 5,350 6.3		{ 4,080 4.8		{ 4.7* 13 *		{ 5.0* 14 *						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 16 5.3		{ 18 5.5		{ 18 5.6		{ 14 6.1		{ 13* 4.8		{ 14* 5.1		{ 4.9				
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,370 7.5		{ 4,840 5.7		{ 8,910 10.5		{ 9,510 11.2										
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		CBS NCAA BASKETBALL-SAT WASHINGTON VS DUKE (12:00-2:04PM) (OP)		CBS NCAA BASKETBALL-GM 2 - HOUSTON VS DEPAUL KENTUCKY VS ALABAMA MULTI-SEGMENT TELECAST (OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,520 6.5		{ 4,080 4.8		{ 3,480 4.1		{ 4,080 4.8		{ 4.3* 12 *		{ 4.7* 13 *		{ 4.8 13		{ 5.3* 14 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 20 6.9		{ 14 5.0		{ 12 3.5		{ 10* 3.2		{ 11* 3.8		{ 12* 4.3		{ 13* 4.2		{ 14* 4.7		
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,560 8.9		{ 7,560 8.9		{ 7,130 8.4		{ 7,220 8.5		{ 11,720 13.8								
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		GRAND PRIX MASTER TNN-SA (1)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,280 7.4		{ 6,450 7.6		{ 6,110 7.2		{ 2,460 2.9		{ 4,080 4.8		{ 2.6* 6 *		{ 2.7* 7 *		{ 2.7* 7 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 7.8		{ 23 7.6		{ 20 7.0		{ 8 7.3		{ 10* 4.1		{ 12* 3.0		{ 12* 2.8		{ 12* 2.4		
TV HOUSEHOLDS USING TV		WK. 1	32.6	33.0	32.6	33.7	33.9	34.7	34.7	34.6	34.8	35.4	35.2	35.4	34.8	35.0	34.7	35.5
(See Def 1)		WK. 2	32.9	32.7	32.7	34.2	34.9	35.9	34.5	35.0	34.8	36.2	37.3	38.5	37.7	37.7	37.7	38.7

U.S. TV Households: 84,900,000

(1) NBC COLLEGE BASKETBALL, GEORGETOWN VS VILLANOVA & NOTRE DAME VS MARQUETTE, NBC, (2:30-4:52PM)

For explanation of symbols, See page A.

DAY SAT. JAN. 12, 1985

NielSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 5, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,680 11.4						13,580 16.0								12,140 14.3	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,010 5.9	5.1*		6.0*		6.7*	8.1	7.4*		8.5*		8.4*			10,190 12.0	
	SHARE OF AUDIENCE %	{	15	14 *		15 *		16 *	17	16 *		18 *		17 *			21	
W E E K 2	AVG. AUD. BY ¼ HR.	{	5.2	5.1	5.8	6.3	6.7	6.6	6.8	8.1	8.2	8.7	8.2	8.5			12.4	11.5
	TOTAL AUDIENCE (Households (000) & %)	{	13,750 16.2														10,530 12.4	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.1	5.4*		6.2*		5.4*	4.0*		4.2*		5.4*	5.6*			8,660 10.2	
W E E K 3	SHARE OF AUDIENCE %	{	12	15 *		16 *		13 *	10 *		10 *		12 *	11 *			18	
	AVG. AUD. BY ¼ HR.	{	5.2	5.6	6.1	6.3	5.7	5.0	4.2	3.9	4.3	4.2	5.1	5.7	5.6		9.2	11.1
	TOTAL AUDIENCE (Households (000) & %)	{					16,900 19.9											
	NBC TV																	
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		3.3*		2.9*	6,110 7.2	5.4*	7.0*		7.3*		7.1*		8.0*		8.3*	
	SHARE OF AUDIENCE %	{		9 *		8 *	16	13 *	17 *		17 *		16 *		16 *		15 *	
	AVG. AUD. BY ¼ HR.	{	3.3	3.3	3.2	2.7	4.9	5.9	7.0	7.2	7.4	6.9	7.3	8.0	8.0	8.4	8.2	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	10,020 11.8						14,940 17.6								12,140 14.3	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,860 6.9	6.3*		7.0*		7.4*	8.9	8.1*		9.5*		9.1*			10,360 12.2	
	SHARE OF AUDIENCE %	{	16	16 *		17 *		17 *	18	17 *		20 *		18 *			21	
W E E K 6	AVG. AUD. BY ¼ HR.	{	6.3	6.4	6.8	7.2	7.4	7.4	7.6	8.6	9.6	9.4	9.2	9.1			12.3	12.1
	TOTAL AUDIENCE (Households (000) & %)	{					10,950 12.9										11,550 13.6	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		4.4*		4.3*	4,750 5.6	4.0*	5.3*		6.7*		6.1*				10,100 11.9	
W E E K 7	SHARE OF AUDIENCE %	{		11 *		11 *	12	9 *	12 *		15 *		13 *				21	
	AVG. AUD. BY ¼ HR.	{	4.7	4.1	4.3	4.3	3.2	4.4	5.0	5.5	6.6	6.8	5.9	6.3			11.4	12.4
	TOTAL AUDIENCE (Households (000) & %)	{							9,000 10.6								7,130 8.4	
	NBC TV																	
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)	{		3.7*		4.3*		5.7*	4,250 5.0		4.8*		4.8*		5.2*		5,860 6.9	
	SHARE OF AUDIENCE %	{		10 *		11 *		14 *	10		11 *		10 *		10 *		12	
	AVG. AUD. BY ¼ HR.	{	3.7	3.8	4.1	4.6	5.0	6.3	8.2	4.9	4.9	4.8	4.9	4.8	5.4	5.0	6.4	7.4
	TV HOUSEHOLDS USING TV	{	42.3	43.2	44.4	45.5	46.1	47.1	49.0	51.4	54.5	55.9	57.2	57.9				
		(See Def. 1)	WK. 1	WK. 2														
			39.4	41.1	42.8	44.5	46.2	47.9	49.6	51.3	54.0	55.7	57.4	58.1				

U.S. TV Households. 84,900,000

For explanation of symbols, See page A

DAY SAT. JAN. 12, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 6, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,240																3,740
9.7																4.4
SUNDAY MORNING																FACE THE NATION
4,500																3,140
5.3																3.7
23																12
3.5																3.4

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,830																2,970
10.4																3.5
SUNDAY MORNING																FACE THE NATION
4,330																2,120
5.1																2.5
20																8
3.7																2.6

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	5.1	5.4	6.2	7.8	10.5	13.2	15.3	17.7	20.7	22.7	24.8	25.8	27.2	29.3	30.1	31.9
(See Def. 1) WK. 2	5.5	6.7	8.2	10.6	13.1	15.0	17.8	19.8	22.7	25.1	26.5	27.8	28.1	29.2	29.8	30.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. JAN. 13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 6, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

4,160
4.9
← THIS WEEK-DAVID BRINKLEY →
1,020
1.2
SPORTSBEAT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,890
3.4
9
3.1
3.3*
9*
3.4
3.6
3.5
3.6*
10*
3.5
680
.8
2
.9
.8

TOTAL AUDIENCE
(Households (000) & %)

FOR OUR TIMES
(SUS)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

1,780
2.1
9,760
11.5
37,100
43.7

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,530
1.8
6
1.5
2.0
7.2
10.1
15.4
19.5
23.4
26.1
27.3
27.9
29.1
27.4
26.0
28.2
27.1*
54*
28.2

AFC CHAMPIONSHIP GAME
PITTSBURGH VS MIAMI
(12:30-4:07PM)

TOTAL AUDIENCE
(Households (000) & %)

4,920
5.8
← THIS WK-DAVID BRINKLEY(B) →
1,610
1.9
SPORTSBEAT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,800
3.3
10
2.9
3.0*
9*
3.1
3.4
3.7
1.4
1.3

TOTAL AUDIENCE
(Households (000) & %)

13,160
15.5
15,110
17.8
(1)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,180
6.1
16
3.8
4.2*
12*
4.6
5.3
5.4*
15*
5.4
6.3
6.4
6.9
7.4
7.9
7.3
7.6*
18*
7.8
8.8
20
7.8
8.1*
19*
8.4

NBA ON CBS
L.A. LAKERS VS DETROIT PISTONS

TOTAL AUDIENCE
(Households (000) & %)

3,400
4.0
10,530
12.4

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,630
3.1
9
3.1
3.0
3.5
3.8
4.7
4.5
4.4
4.5
5.0
5.3
4.9
4.1
4.5*
11*
4.1

MEET THE PRESS

GRAND PRIX MASTER TNN-SU

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41

U.S. TV Households 84,900,000

(1) CBS NCAA BASKETBALL-SUN, SMU VS NORTH CAROLINA, CBS, (2:30-4:40PM)

For explanation of symbols, See page A

DAY SUN. JAN. 13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 6, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %8,660
10.2
ABC WRLD NEWS
TONIGHT-SUN7,220
8.5
13
8.2 8.8TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %7,050
8.3
CBS AFC CHAMPIONSHIP
GAME42,280
49.8
CBS NFC CHAMPIONSHIP GAME
CHICAGO BEARS VS SAN FRANCISCO 49ERS
(4:00-7:00PM) (OP)5,010
5.9
11
4.6 7.2 19.1 27.4 31.0 31.8 32.9 33.3 30.7 32.7 33.4 34.1 33.5 32.5TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %9,680
11.4
AFC CHAMPIONSHIP GAME
PITTSBURGH VS MIAMI
(12:30-4:07PM) (OP)(1)
(OP)8,240
9.7
NBC NIGHTLY NEWS-
SUN6,790
8.0
12
7.4 8.5TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %6,200
7.3

USA VS WRLD-AMATEUR BOXNG

6,710
7.9
ABC WRLD NEWS-
SUN(B)5,430
6.4
11
6.2 6.6TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %13,580
16.0
CBS NCAA BASKETBALL-SUN
SNU VS NORTH CAROLINA
(2:30-4:40PM)7,390
8.8
CBS SPORTS SUNDAY
(4:40-8:00PM)
(OP)14,010
16.5
CBS EVENING NEWS-
DEAN11,380
13.4
23
12.7 14TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

SPORTSWORLD

808 HOPE GOLF-SUN
(4:30-6:52PM)5,430
6.1 5.0* 6.8* 7.5* 3.3 7.1* 7.6* 8.4* 9.1* 10.0*
14 11* 15* 16* 15 17* 16* 17* 17* 17*
4.5 5.5 6.3 7.4 7.6 7.3 6.9 7.2 7.6 7.7 8.3 8.5 9.1 9.0 10.0 10.1TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

44	44.5	45.3	46.0	46.1	47.1	48.1	48.8	49.8	50.9	51.3	53.6	57.6	59.7	61.3	62.6
----	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

U.S. TV Households: 84,900,000

(1) AFC CHAMPIONSHIP POST, NBC, (4:07-4:30PM) (S)

For explanation of symbols, See page A

DAY SUN. JAN. 13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON		8.58- 8.59PM	8.45	10,270	12.1	10,270	12.1	21	12.1		15,540	18.3	15,540	18.3	25	18.3	
ABC ABC NEWSBRIEF-MON	1	9.59-10.00PM	9.45	9,340	11.0	9,340	11.0	21	11.0								
	2	10.02-10.03PM	10.00								16,470	19.4	16,470	19.4	29	19.4	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC SUGAR BOWL(S)	1	8.00-11.19PM	-GRID	19,530	23.0	6,110	7.2	10									
			11.00						6.5								
			11.15						4.6								
ABC ABC NEWSBRIEF-TUE	1	9.45- 9.46PM	9.45	4,500	5.3	4,500	5.3	8	5.3		16,470	19.4	16,470	19.4	29	19.4	
	2	10.00-10.01PM	10.00														
NBC ORANGE BOWL GAME(S)	1	8.36-12.13AM	-GRID	29,630	34.9	14,350	16.9	27									
			11.00						15.9								
			11.15						17.0								
			11.30						18.0								
			11.45						17.4								
			12.00						13.7								
EVENING WEDNESDAY																	
ABC FALL GUY	2	8.37- 9.37PM	-GRID								21,990	25.9	15,200	17.9	25		
ABC ABC BUSINESS BRIEF-WED	1	8.58- 8.59PM	8.45	20,970	24.7	20,970	24.7	35	24.7				22.7*	32*	22.7		
	2	9.34- 9.35PM	9.30								18,590	21.9	18,590	21.9	30	21.9	
ABC DYNASTY	2	9.37-10.37PM	-GRID								28,610	33.7	23,770	28.0	41		
			10.30										27.6*	44*	27.6		
ABC ABC NEWSBRIEF-WED	1	9.58- 9.59PM	9.45	20,970	24.7	20,970	24.7	36	24.7		21,990	25.9	21,990	25.9	41	25.9	
	2	10.34-10.35PM	10.30								21,230	25.0	17,150	20.2	36		
ABC HOTEL	2	10.37-11.37PM	-GRID														
			11.00													20.1	
			11.15													19.9*	
			11.30													37*	
CBS BARBARA MANDRELL SPECIAL(S)	2	8.35- 9.35PM	-GRID								18,850	22.2	13,670	16.1	23	18.6*	
			9.30													40*	
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45													18.6	
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS CBS WEDNESDAY NIGHT MOVIE	2	9.35-11.35PM	-GRID								17,230	20.3	9,340	11.0	18		
			11.00													11.6	
			11.15													11.5*	
			11.30													21*	
NBC HIGHWAY TO HEAVEN	2	8.35- 9.35PM	-GRID								19,020	22.4	13,920	16.4	23		
			9.30													16.5	
NBC FACTS OF LIFE	2	9.35-10.05PM	-GRID								17,490	20.6	14,770	17.4	25		
			10.00													17.9	
NBC ST. ELSEWHERE	2	10.05-11.05PM	-GRID								15,370	18.1	11,550	13.6	22		
			11.00													13.5	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								TELE- CAST DAYS	WEEK 2														
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS										
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)		%	SHARE %													
EVENING THURSDAY																											
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	9,420	11.1	9,420	11.1	16	11.1					16,640	19.6	16,300	19.2	27	19.2								
	2	9.55- 9.57PM	9.45																								
EVENING FRIDAY																											
ABC ABC BUSINESS BRIEF-FRI	1	8.15- 8.16PM	8.15	16,220	19.1	16,220	19.1	29	19.1					17,490	20.6	17,490	20.6	31	20.6								
	2	8.41- 8.42PM	8.30											12,140	14.3	12,140	14.3	21	14.3								
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	11,970	14.1	11,970	14.1	20	14.1																		
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45																								
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45																								
EVENING SATURDAY																											
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	11,890	14.0	11,890	14.0	22	14.0					12,310	14.5	12,310	14.5	22	14.5								
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,140	14.3	12,140	14.3	22	14.3					12,900	15.2	12,900	15.2	24	15.2								
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	10,950	12.9	10,950	12.9	20	12.9					11,720	13.8	11,720	13.8	21	13.8								
CBS NEWSBREAK-SAT.	1	9.57- 9.59PM	9.45	11,890	14.0	11,550	13.6	21	13.6					10,270	12.1	10,270	12.1	19	12.1								
	2	9.58- 9.59PM	9.45											11,550	13.6	11,550	13.6	21	13.6								
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,680	11.4	9,680	11.4	18	11.4					8,910	10.5	8,910	10.5	17	10.5								
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45																								
EVENING SUNDAY																											
ABC ABC SPORTS UPDATE-SUN	2	8.38- 8.39PM	8.30											12,310	14.5	12,310	14.5	20	14.5								
	1	8.50- 8.51PM	8.45	13,070	15.4	13,070	15.4	21	15.4																		
ABC ABC NEWSBRIEF-SUN.	1	9.47- 9.48PM	9.45	13,840	16.3	13,840	16.3	24	16.3					12,230	14.4	12,230	14.4	22	14.4								
	2	9.57- 9.58PM	9.45																								
CBS CBS NFC CHAMPIONSHIP GAME(S)	1	4.00- 7.08PM	-GRID 7.00	42,280	49.8	26,400	31.1	52																			
							32.5*	51*	32.5																		
CBS CBS NFC CHAMPIONSHIP POST(S)	1	7.08- 7.25PM	-GRID 7.15	22,410	26.4	21,140	24.9	40																			
									23.6																		
CBS 60 MINUTES	1	7.25- 8.25PM	-GRID 8.15	29,550	34.8	21,650	25.5	36																			
							25.5*	36*	24.3																		
CBS MURDER, SHE WROTE	1	8.25- 9.25PM	-GRID 9.15	24,110	28.4	19,020	22.4	31																			
							24.2*	33*	24.0																		
CBS SPORTSBREAK-SUN	2	8.58- 8.59PM	8.45											14,260	16.8	14,260	16.8	24	16.8								
CBS CRAZY LIKE A FOX	1	9.25-10.25PM	-GRID 10.15	23,010	27.1	18,510	21.8	31																			
							22.8*	34*	22.2																		
CBS SPORTSBREAK-SUN	1	9.23- 9.24PM	9.15	17,490	20.6	17,490	20.6	28	20.6																		
CBS NEWSBREAK-SUN.	2	9.58- 9.59PM	9.45											15,030	17.7	15,030	17.7	27	17.7								
	1	10.23-10.24PM	10.15	14,430	17.0	14,430	17.0	25	17.0																		
CBS TRAPPER JOHN, M.D.	1	10.25-11.25PM	-GRID 11.15	19,530	23.0	15,370	18.1	30																			
							18.1*	34*	17.5																		
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	12,650	14.9	12,650	14.9	20	14.9					12,570	14.8	12,570	14.8	21	14.8								
NBC NBC NEWS DIGEST-2-SUN.	1	9.48- 9.49PM	9.45	12,740	15.0	12,740	15.0	22	15.0																		

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	(000)	%	%	%
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45	5,520	6.5	5,010	5.9	15	6.9 4.8	TU-F TU-F	6,280	7.4	4,920	5.8	16	6.5 5.1	MTUTHF MTUTHF		
ABC NEW YEAR'S ROCKIN EVE '85(S)	1	11.30-12.30AM	11.30 11.45 12.00 12.15	16,730	19.7	9,930	11.7	28	11.9 13.0 12.1 9.8	MON. MON. MON. MON.									
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	12.00-12.20AM	12.00 12.15	2,970	3.5	2,460	2.9	9	3.0 2.5	TUE. TUE.									
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.07-12.37AM	12.00 12.15 12.30								5,770	6.8	4,670	5.5	18	6.8 5.3 4.3	WED. WED. WED.		
ABC ABC ROCKS		12.00-12.32AM	12.00 12.15 12.30	2,210	2.6	1,700	2.0	6	2.1 1.9 1.6	FRI. FRI. FRI.	2,550	3.0	1,870	2.2	7	2.5 1.9 1.9	FRI. FRI. FRI.		
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45	1,610	1.9	1,270	1.5	6	1.8 1.5 1.2 1.2	TU-TH TU-TH TU & W TU & W	1,530	1.8	1,270	1.5	6	1.6 1.4 1.5	MTUTH MTUTH TU&TH		
CBS AMERICAN PORTRAIT		>	8.45 9.00	17,570	20.7	17,570	20.7	31	19.2 23.9	MTUTH TUE.	13,160	15.5	13,160	15.5	21	15.5	TU&TH		
CBS NEWSBREAK-M-F		>	9.45 10.00 10.15	14,940	17.6	15,280	18.0	28	16.8 20.2	M-F TUE.	13,160	15.5	13,160	15.5	22	17.1 8.9	M-F WED.		
CBS HAPPY NEW YEAR, AMERICA(S)	1	11.30- 1.30AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	20,210	23.8	7,900	9.3	25	12.7 13.9 11.8 8.8 7.6 7.1 6.6 5.7	MON. MON. MON. MON. MON. MON. MON. MON.									
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00	7,300	8.6	4,570	5.5	16	6.1 5.8 5.2 5.1 5.3 4.8	TU-F TU-F TU-F TU-F TU-F TU-F	7,050	8.3	4,750	5.6 6.0*	18 16*	6.1 5.8 5.6 5.3 5.2 4.8	M-F MTUTHF M-F M-F M-F WED.		
CBS LATE MOVIE II		VARIOUS TIMES (SUS)	11.30 12.45 1.00 1.15 1.30 1.45	4,250	5.0	3,140	3.7 3.8*	19 17*	4.0 3.8 3.6 3.6	TU-F TU-F TU-F TU-F	4,160	4.9	3,310	3.9 4.1*	21 19*	4.4 4.1 3.9 3.8 3.3 3.1	M-F MTUTHF M-F M-F WED. WED.		
CBS CBS NEWS NIGHTWATCH-I CONT'D		2.00- 2.30AM	2.00	1,190	1.4	1,020	1.2	13	1.3	TU-THS	1,270	1.5	1,100	1.3	14	1.5	MTUTHS		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D			2.15							1.1	TU-THS							1.2	MTUTHS
CBS CBS NEWS NIGHTWATCH-1-CONT'D											TU-THS								M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,210	2.6	930	1.1	22		1.2	TU-THS	1,950	2.3	930	1.1	23		1.6	M & SU
			2.45					1.2*	16*	1.2	TU-THS					1.5*	22*	1.4	M & SU
			3.00							1.2	TU-THS							1.3	M-THSU
			3.15					1.2*	20*	1.2	TU-THS					1.3*	23*	1.3	M-THSU
			3.30							1.2	TU-THS							1.2	M-THSU
			3.45					1.1*	21*	1.1	TU-THS					1.2*	24*	1.2	M-THSU
			4.00							1.2	TU-THS							1.1	M-THSU
			4.15					1.1*	24*	1.1	TU-THS					1.1*	24*	1.1	M-THSU
			4.30					1.1		1.1	TU-THS							1.0	M-THSU
			4.45					1.1*	26*	1.0	TU-THS					.9*	23*	.9	M-THSU
			5.30							1.1	TU-THS							.8	M-THSU
			5.45					1.1*	26*	1.1	TU-THS					.8*	20*	.8	M-THSU
CBS CBS NIGHTWATCH-2-THU(B)	2	2.30- 3.00AM	2.30									1,190	1.4	1,100	1.3	17		1.2	THU.
			2.45															1.3	THU.
CBS CBS NIGHTWATCH-2-TUE(B)	2	2.30- 3.00AM	2.30									930	1.1	850	1.0	15		1.0	TUE.
			2.45															1.0	TUE.
CBS CBS NIGHTWATCH-2-WED(B)	2	2.36- 3.16AM	2.30									1,610	1.9	1,190	1.4	18		1.5	WED.
			2.45													1.5*	19*	1.4	WED.

			3.00														1.4	WED.	
			3.15														1.4	WED.	
NBC NBC NEWS DIGEST-M-F	>		8.45	10,440	12.3	10,440	12.3	18	11.8	M-F	11,720	13.8	11,720	13.8	19	13.9	M-F		
			9.30													13.3	WED.		
			10.00						14.0	TUE.									
NBC NBC NEWS DIGEST-2-M-F		9.58- 9.59PM	9.45	9,680	11.4	9,680	11.4	17	11.4	W & F	13,580	16.0	13,580	16.0	23	16.0	TU&TH		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,020	11.8	5,940	7.0	19	7.9	MWTHF	9,680	11.4	5,770	6.8	21	7.8	M-F		
			11.45					7.6*	7.2	MWTHF					7.5*	20*	7.2	M-F	
			12.00						7.0	MWTHF							6.9	M-F	
			12.15					6.5*	6.0	MWTHF					6.3*	22*	5.7	M-F	
			12.30												5.1*	24*	4.8	TU & W	
NBC DAVID LETTERMAN I	>		12.30	3,910	4.6	3,140	3.7	15	4.0	M-TH	3,740	4.4	3,140	3.7	18	3.8	M-TH		
			12.45						3.8	M-TH						3.6	M-TH		
			1.00						3.1	TUE.						3.2	TU & W		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,520	6.5	2,460	2.9	14	4.4	FRI.	4,750	5.6	2,120	2.5	11	3.6	FRI.		
			12.45					4.1*	3.7	FRI.					3.3*	12*	2.9	FRI.	
			1.00						2.9	FRI.							2.5	FRI.	
			1.15					2.7*	2.6	FRI.					2.4*	11*	2.3	FRI.	
			1.30						1.9	FRI.							2.0	FRI.	
			1.45					1.9*	2.0	FRI.					1.8*	10*	1.7	FRI.	
NBC DAVID LETTERMAN II	>		1.00	3,060	3.6	2,460	2.9	15	3.1	M-TH	2,720	3.2	2,210	2.6	17	3.0	M-TH		
			1.15						2.8	M-TH						2.5	M-TH		
			1.30						2.6	TUE.						2.1	TU & W		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,270	1.5	1,190	1.4	19	1.4	M-F	1,440	1.7	1,270	1.5	18	1.5	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,530	1.8	1,440	1.7	17	1.7	M-F	2,210	2.6	2,040	2.4	18	2.4	M-F		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	7,730	9.1	7,730	9.1	24	9.1	M-F		7,130	8.4	7,130	8.4	27	8.4	M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45									8,410	9.9	5,860	6.9	19	6.9	WED.	
															6.7*	19*	6.6	WED.	
																7.0*	18*	6.9	WED.
																	7.2	WED.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,360	1.6	1,100	1.3	17	1.2	M-F		1,610	1.9	1,190	1.4	15	1.3	M-F	
									1.3	M-F							1.5	M-F	
CBS COTTON BOWL PARADE(S)	1	10.00-11.30AM	10.00 10.15 10.30 10.45 11.00 11.15	19,780	23.3	11,120	13.1	32	9.0	TUE.									
							10.5*	30*	11.9	TUE.									
									13.9	TUE.									
							14.6*	35*	15.3	TUE.									
									14.3	TUE.									
							14.1*	31*	13.9	TUE.									
CBS TOURNAMENT-ROSES PARADE(S)	1	11.30- 1.30PM	11.30 11.45 12.00 12.15 12.30 12.45 1.00	23,600	27.8	13,750	16.2	31	14.3	TUE.									
							15.1*	32*	15.8	TUE.									
									16.5	TUE.									
							16.5*	32*	16.6	TUE.									
									16.8	TUE.									
							16.7*	31*	16.6	TUE.									
									16.7	TUE.									

			1.15				16.5*	30*	16.4	TUE.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,560	8.9	7,220	8.5	28	8.5	MTWTF		6,790	8.0	6,450	7.6	28	7.6	M-F	
CBS COTTON BOWL GAME(S)	1	1.30- 5.20PM	1.30 1.45 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15	33,960	40.0	16,640	19.6	36	17.6	TUE.									
							18.3*	33*	19.0	TUE.									
									21.1	TUE.									
							21.1*	38*	21.2	TUE.									
									21.2	TUE.									
							21.2*	39*	21.1	TUE.									
									20.6	TUE.									
							19.6*	36*	18.6	TUE.									
									17.5	TUE.									
							17.9*	33*	18.2	TUE.									
									19.0	TUE.									
							19.4*	35*	19.8	TUE.									
									21.1	TUE.									
							21.2*	38*	21.3	TUE.									
									19.3	TUE.									
							17.8*	32*	13.4	TUE.									
CBS PEACH BOWL(S)	1	3.00- 6.11PM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15	20,290	23.9	7,560	8.9	21	7.5	MON.									
							7.2*	19*	6.8	MON.									
									7.6	MON.									
							7.8*	20*	8.0	MON.									
									8.7	MON.									
							8.6*	22*	8.6	MON.									
									8.2	MON.									
							8.3*	20*	8.5	MON.									
									9.8	MON.									
							9.8*	22*	9.8	MON.									
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%					
DAY MONDAY-FRIDAY-CONT'D			5.30																	
CBS PEACH BOWL(S)-CONT'D			5.45																	
			6.00																	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,520	6.5	5,260	6.2	17	6.2	W-F	5,520	6.5	5,180	6.1	18	6.1	M-F			
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30								6,880	8.1	4,920	5.8	14	5.1	TUE.			
			4.45													5.4	TUE.			
			5.00													6.0	TUE.			
			5.15													6.7	TUE.			
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,780	2.1	1,270	1.5	16	1.1	M-F	2,380	2.8	1,610	1.9	16	1.4	M-F			
			6.45						1.8	M-F						2.3	M-F			
NBC FACTS OF LIFE-TUE-M-F(B)	1	10.00-10.30AM	10.00	4,840	5.7	3,910	4.6	14	4.3	TUE.										
			10.15						4.9	TUE.										
NBC SALE OF THE CENTURY-TU(B)	1	10.30-11.00AM	10.30	4,330	5.1	3,650	4.3	11	4.2	TUE.										
			10.45						4.3	TUE.										
NBC TOURNAMENT-ROSES PARADE-N(S)	1	11.00- 1.30PM	11.00	23,090	27.2	11,800	13.9	28	10.1	TUE.										
			11.15						12.1	TUE.										
			11.30						13.7	TUE.										
			11.45						13.2	TUE.										
			12.00						14.1	TUE.										
			12.15						14.5	TUE.										

			12.30						15.6	TUE.				
			12.45						15.5	TUE.				
			1.00						15.2	TUE.				
			1.15						15.1	TUE.				
NBC FIESTA BOWL(S)	1	1.30- 5.13PM	1.30	25,390	29.9	7,730	9.1	17	10.5	TUE.				
			1.45						8.6	TUE.				
			2.00						8.1	TUE.				
			2.15						7.5	TUE.				
			2.30						7.9	TUE.				
			2.45						7.8	TUE.				
			3.00						8.7	TUE.				
			3.15						8.4	TUE.				
			3.30						8.9	TUE.				
			3.45						9.5	TUE.				
			4.00						9.2	TUE.				
			4.15						9.1	TUE.				
			4.30						9.6	TUE.				
			4.45						9.9*	18*				
			5.00						12.9*	23*				
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,920	5.8	4,920	5.8	17	5.8	MWF	4,160	4.9	4,160	4.9 16
NBC ROSE BOWL GAME(S)	1	5.13- 8.36PM	5.00	32,860	38.7	18,170	21.4	33	12.8	TUE.				
			5.15						18.1*	32*				
			5.30						21.4	TUE.				
			5.45						22.6	TUE.				
			6.00						22.3	TUE.				
			6.15						22.2*	36*				
			6.30						21.9	TUE.				
			6.45						20.9*	33*				
CONT'D														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC ROSE BOWL GAME(S)-CONT'D			7.00						19.8	TUE.									
			7.15					20.2*	31*	TUE.									
			7.30						22.2	TUE.									
			7.45					22.4*	33*	TUE.									
			8.00						23.4	TUE.									
			8.15					23.1*	33*	TUE.									
			8.30					18.2*	25*	TUE.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,720	3.2	2,380	2.8	19	2.8			3,230	3.8	2,720	3.2	18	3.2		
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	3,910	4.6	3,310	3.9	14	3.9			4,920	5.8	4,250	5.0	17	5.0		
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	3,990	4.7	3,480	4.1	13	4.1			4,840	5.7	4,330	5.1	15	5.1		
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	5,090	6.0	4,330	5.1	16	5.1			5,180	6.1	4,500	5.3	16	5.3		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,290	2.7	2,120	2.5	17	2.5			3,310	3.9	2,890	3.4	19	3.4		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,990	4.7	3,650	4.3	21	4.3			4,670	5.5	4,330	5.1	22	5.1		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,600	6.6	5,260	6.2	23	6.2			4,840	5.7	4,500	5.3	18	5.3		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,200	7.3	5,520	6.5	20	6.5			5,350	6.3	4,920	5.8	18	5.8		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,090	6.0	4,670	5.5	18	5.5			3,990	4.7	3,570	4.2	12	4.2		
CBS CBS NCAA BASKETBALL-SAT	2	12.00- 2.04PM	-GRID									8,910	10.5	3,480	4.1	12			

	1	1.00- 3.02PM	-GRID	10,530	12.4	4,250	5.0	13											
			2.00						4.9									5.1	
			3.00																
CBS CBS NCAA BASKETBALL-GM 2	2	2.04- 4.06PM	-GRID									9,510	11.2	4,080	4.8	13			
			4.00												4.9*	12*	4.9		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,890	3.4	2,720	3.2	22	3.2			3,820	4.5	3,650	4.3	25	4.3		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,990	4.7	3,650	4.3	21	4.3			4,410	5.2	3,990	4.7	21	4.7		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,640	9.0	7,470	8.8	29	8.8			8,240	9.7	7,980	9.4	28	9.4		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,810	9.2	7,730	9.1	28	9.1			7,560	8.9	7,390	8.7	26	8.7		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	5,350	6.3	5,180	6.1	18	6.1			5,690	6.7	5,520	6.5	18	6.5		
NBC NBC COLLEGE BASKETBALL	2	2.30- 4.52PM	-GRID									11,720	13.8	4,080	4.8	12			
			4.45												8.3*	18*	8.4		
DAY SUNDAY																			
CBS CBS NCAA BASKETBALL-SUN	2	2.30- 4.40PM	-GRID									15,110	17.8	7,470	8.8	20			
			4.30												11.1*	24*	11.1		
NBC AFC CHAMPIONSHIP GAME(S)	1	12.30- 4.07PM	-GRID	37,100	43.7	21,990	25.9	53											
			4.00					20.7*	38*	20.7									